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REPORTER

OF DIRECT ADVERTISING

The

OFFICIAL MONTHLY PUBLICATION OF THE DIRECT MAIL ADVERTISING ASSOCIATION, INC

MAY • 1938

Price of this copy 25c



[illegible]

A request on your business letterhead will bring you a copy of this actual demonstration of the "Letterhead Yardstick" in practical use.

● the ADIRONDACK BOND "Letterhead Yardstick"—a new and simple method of making your letterhead fit into its job. Apply this yardstick to your *present* letterhead. You'll appreciate its time saving and efficiency—for printers—buyers of printing and designers.

INTERNATIONAL PAPER COMPANY

Branch Sales Offices: BOSTON CHICAGO CLEVELAND

ADIRONDACK BOND

THE REPORTER OF DIRECT ADVERTISING

OFFICIAL PUBLICATION of the DIRECT MAIL ADVERTISING ASSOCIATION
PENNSYLVANIA HOTEL • NEW YORK, N. Y.

Editor Henry Hoke

Associates All of the
Members of the D.M.A.A.

VOL. 1

MAY, 1938

NO. 2

The Right Word for It

He is like that! This funny-serious fellow I have known so well for the twenty years we have been mixed up with Direct Mail. "Mixed-up" is right! Reunions once or twice a year for mixed up arguments. I had held off writing this first page report until last—hoping that I could say it just right. His letter breezes in from Florida to say it . . . better.

It's a tough task to publish a magazine about direct mail that will fit into everyone's personal opinion of what Direct Advertising really is.

To the Paper Manufacturers, Direct Mail is of course primarily a matter of paper stock. To the artist and engraver it's attractive illustrations. The Copy man considers it merely a medium for clever copy. And if a fellow is mechanically minded and likes to build miniature railroads in the basement, naturally he thinks in terms of processing, fill-in and the other production details.

Funny part of it is that they are ALL correct. But being one-track-minded they don't always synchronize. And realize that ALL their efforts are essential and necessary to properly produce Direct Mail.

Case histories of individual and isolated campaigns are interesting and helpful, I guess. Just so long as they do not serve to make someone feel he can duplicate the returns by mailing a similar combination. Which can seldom be accomplished because many factors entered into the mailing that are not mentioned. Some factors started years before the mailing was made.

I'd like to see a fuller realization of the fact that Direct Advertising consists of every piece of correspondence a concern puts into the mail, every collection letter, every acknowledgment of an order. In other words, every concern is using Direct Mail ALL the time. Which makes it the most *widely used medium of Advertising* in the world.

You are better acquainted with all the various ramifications of Direct Mail than any other man in the country. You have had the benefit of a contact with every class of producer, user and supplier,—all the necessary factors that make up the medium as a whole.

You have studied the situation from every angle. And you realize that every angle is important, but not the MOST important in the picture.

Your problem in publishing the REPORTER will be to satisfy the greatest number of groups, each of which considers its contribution most essential.

I have high hopes that you will do the job well.

Jack Carr, sitting under his palm tree . . . beside his beautiful lake . . . has not yet mentioned the *right* word. What we need most in Direct Mail is **TOLERANCE**. Let this be an unhampered open forum,—viewed with tolerance by those who read it. There is a place in this great medium of advertising for all processes, forms, styles, methods, and kinds of materials. Let those with axes to grind have *tolerance* when we talk of other axes. That is the *right* word.

YOUR FORUM

Snatches of letters and ideas from members. Readers are urged to answer . . . or throw their own hat in the ring.



ENTIRELY DIFFERENT

I received the first issue of the *Reporter* and want to compliment you on getting out something that is entirely different from anything I have ever seen from the D.M.A.A. I am confident you will receive many compliments about it, and you always have my best wishes for anything you undertake.

Albert Kircher, The Albert Kircher Company, 111 No. Canal Street, Chicago, Illinois

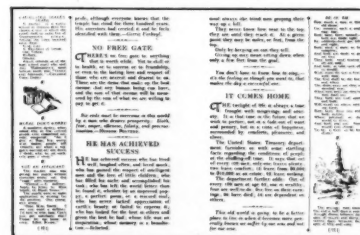


NOTHING NEW UNDER THE SUN

A word of appreciation to you for the nice job you are doing.

For years I have wondered why the Direct Mail Advertising Association did not publish a magazine. As you say in your introductory editorial, you have certainly gathered together a wealth of information concerning direct mail, and I hope we will have the pleasure of getting some of this information and inspiration through *The Reporter*.

I was interested in your page make-up. It recalled to mind the page style of our own **SUNSHINE MAGAZINE** back some twelve years ago. We had started **SUNSHINE** a few years earlier as an inspirational "magazet" and since that time it has gradually grown until now we are



putting out a very large volume of syndicated house magazines. I suppose 99% of these are distributed direct-by-mail, and, therefore, anything that is direct-mail in character is of real interest to us.

(Continued next page)

YOUR FORUM

(Continued)

Just to show you what we used to do with *SUNSHINE* I enclose a copy of the May, 1926, issue. How do you like the narrow and wide column effect?

Garth Henrichs, Henry F. Henrichs Press, Litchfield, Ill.

* * *

Tut, tut! *Your reporter* thought we had a brand new idea in format . . . so that folks would have to go through the whole magazine *twice*. *Sunshine* must have left an indelible impression.

☆

AN IDEA SIXTEEN YEARS OLD!

In reading Volume I, Number 1, I was much interested in the first of three suggestions made by C. B. Mills of O. N. Scott & Sons Co., Marysville, Ohio, at the bottom of page 3 of this issue. In that Mr. Mills makes the query whether or not the D.M.A.A. couldn't approve concerns in the list business. This of course struck a responsive cord in my mind because, in June 1922—16 years ago now, believe it or not—I made an address before the Milwaukee meeting of the Direct Mail Department of the Associated Advertising Clubs of the World, entitled "An Analysis of the Direct Advertising Need." The whole gist of that speech was that Direct Advertising ought to have its own A, B, C and that the D.M.A.A. should sponsor and father such plan. A committee was appointed and quite a lot of hard work was done with the various list houses, for a period of a couple of years thereafter. It is to be regretted that the net result was not good.

It is interesting to see the idea bobbing up again and I wonder if another try at it might not be more successful?

Robert E. Ramsay, The Robert E. Ramsay Organization, N. Y. C.

REPORTER'S NOTE: The D.M.A.A. is ready to sponsor any plan to make direct mail better. Why not gather together at Chicago, the men and women who should be interested and thrash the whole thing out?

READ THIS NOTICE

There is no index to articles in this May issue. Too many ideas to list. We suggest that you go through the magazine *three times*. Once for *YOUR FORUM*, which runs on outside column of the pages. Again for articles and comments in the inside wide columns. And once again for the advertisements of those who help to make this magazine possible.

The contents of *The Reporter* are NOT copyrighted. Anyone can use the material without further permission. It is our hope that it will be helpful.

Humming Birds . . in Spring

For his admirable use of color—for his consistently beautiful and intelligent direct mail showmanship, *your reporter* awards the gold plan to Ralph A. Snow, Advertising Manager of Davenport Hosiery Mills, Inc., Chattanooga, Tennessee (manufacturers of Humming Bird Hosiery).

See our cover for one of the ten McClelland Barclay color pictures, which help to make a perfect ten year history of style . . . in dresses and hosiery.

Ralph Snow gives *your reporter* the following description of part of the Humming Bird Spring campaign.

For our 1938 Spring Season we searched for an idea that would be of value to our dealers from a style standpoint, and that would also be unusual and unique enough to catch the eye and hold the attention of the stores' retail customers.

The result was "How to Stay in Style"—a twenty-four page booklet, printed (letter press) in four-color process utilizing ten sets of four-color process plates of McClelland Barclay paintings used in Humming Bird ads over a period of ten years—with a running comment on styles for the ten year period covered by the pictures.

The Spring Style information was brought up to the minute and checked carefully by Hollywood and New York experts to insure absolute accuracy.

The booklet, which has proved to be one of the style sensations of the year, was mailed to 2,500 select stores with the information that it could be purchased in quantities at a nominal cost for distribution to the store customers.

Through this preliminary work our Representatives have been able to sell the booklet to over six hundred dealers in quantities ranging from one hundred to ten thousand booklets.

The book was also mentioned in our full color page ads in *Vogue* and *Photoplay*, with the information that it could be secured through the local Humming Bird dealer or that it was available direct from the mill upon receipt of ten cents. A large number of requests have come in for it and they are still arriving daily.

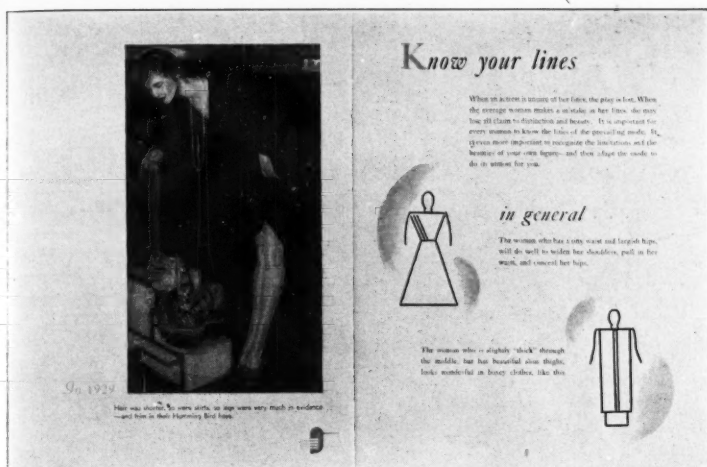
The "How to Stay in Style" booklet went over beautifully as a dealer promotion but we felt the need of something more tangible to stimulate the interest of dealers and sales people in our product. With this in mind, we made a careful survey of our plant and picked twenty-four operations carried on in it that stressed the "Hidden Values" in our product.

These operations or scenes were carefully photographed to obtain best results and brief interesting articles were written on each operation, explaining its particular importance.

This series was printed on high grade 8½ x 11 enamel stock. The first copy was mailed out in a standard file folder with a covering letter, advising that another set would be mailed out each week until the entire twenty-two sets had been sent.

Each weekly mailing consists of five thousand pieces; approximately three thousand to customers and two thousand to high grade prospects.

The series has proved interesting and valuable from a sales standpoint, as we have received numerous requests for additional mailings as well as for the complete series. Many of the operations shown are common to hosiery manufacture but they are new to the consumer. They have produced numerous inquiries from prospects and as a result of the mailings which started in late February we have transferred a surprising number of prospects to our active customer list.



It is unusual to find a sustained advertising effort which has employed the services of one artist over a period of ten years. That is really what makes "How to Stay in Style" something to rave about. Each illustration has a page to itself and even the captions are intriguing, such as:

- 1928—Waists were long, skirts were short and slim legs attractively clad, were very much in vogue.
- 1929—Hair was shorter, so were skirts, so legs were very much in evidence—and trim in their Humming Bird hose.
- 1930—Evening skirts were up in front, low in back, so that again legs were emphasized and Humming Bird hosiery important.
- 1931—Skirts had begun to come down, but you still could see and admire the Humming Bird clad legs.
- 1932—Luxurious fabrics and rich colors found chic foil in dull, neutral-toned Humming Bird Hosiery—subdued but noticeable.
- 1933—There was considerable emphasis on sleeves, but somehow that didn't keep eyes from traveling down to shapely ankles, did it?
- 1934—The idea of using hosiery as a color note in the costume begins to take hold . . . no wonder, when you see those Humming Birds.
- 1935—Not even the magnetizing effect of a gay red frock and an equally red book can compete with the beauty of lovely silken-clad ankles.
- 1936—Despite the stunning effect of face and costume, we notice her Humming Bird Hosiery before we begin to appreciate the rest.
- 1937—Details were vitally important—the right scarf, the right gloves but above everything, the right shade of Humming Bird Hosiery.

The style copy by Shera Ames is sparkling and concise. The typographic layout is as intriguing as Barclay's pictures.

For the information and delectation of all D.M.A.A. members—Mr. Snow has furnished *your reporter* with enough extra copies of "How to Stay in Style" so that we can include it in the next specimen packet.

Moral: This is the age of color. Make use of it in your direct mail—if color will help you to tell your story better than black and white. But, if you do use color—get the best technical advice possible. It must be handled by experts.

YOUR FORUM

(Continued)

MORE . . . ABOUT LISTS

I was very much interested in the item contributed by C. B. Mills of O. M. Scott and Sons Company, Marysville, Ohio, who believes that there are too many people who are getting into the list business. I have watched the growth of the mailing list operators. They are getting to be as thick as gas stations. It used to be that an established list broker could enjoy and anticipate the confidence of list users because of the high standards which were maintained. These standards have been broken down through the failure of the list owners and users to stand by the unwritten but generally accepted rules of the game. It used to be that every time a list user would plan a repeat mailing on a list that he would instinctively send his repeat order through the original broker.

At present, there seems to be a growing tendency to disregard any previous records of list sources, and accept the offer of a list from any broker who happens to be in the vicinity just at the time a mailing is planned. It is my opinion that if the average list user of today would keep a closer record of the sources through which he gets his lists, and worked more closely with the list broker, there would be a weeding out of the "over-night" type of list sellers who are only cluttering up the list market by injecting into it cut-throat or other undesirable methods of competition.

There is a need for closer organization on the part of reputable list owners, and the adoption of an institutional or educational program for the furtherance of these higher ideals of competition for self defense.

C. W. Davisson, Davisson Direct
Mail Service, 99 Colony Street,
Meriden, Connecticut



REPORTER'S ADVICE: Get together at D.M.A.A. Chicago Convention. We will have doctors, nurses, ambulances and sedatives handy.



REPORTER DESERVES THIS CRITICISM

On page 14 of April *Reporter*, you have a short item—"C.O.D. Cards or Pre-paid Postal Cards?" You say "Snap Judgment Answer: Don't use the stamped card."

I believe that *The Reporter* as the authoritative organ of a recognized organization should not give snap judgment

(Continued on page seven)

Breezy Senator Letters

From the Seaside

Your reporter journeyed down to Atlantic City on April 1st, to act as one of the judges at the Annual Convention of the Hotel Salesmanagers.

One of the campaigns (which won honorary mention) intrigued the weary eye of this reporter, because of the breezy and sparkling originality of the multigraphed letters. So many . . . too many . . . form letters are stilted and humdrum. Not that we recommend tricky typography in all cases—but because we believe Nancy Burke has put her winged words into an appropriate setting . . . we are reproducing nine of her letters on the opposite page. (Perhaps too small to read—but you can get the effect.) The letters for the Seaside are in the same style. Here is a statement from Mr. A. G. Towers, Vice President of the Saratoga Building and Land Corporation (owners of hotels).

The purposes of the Direct Mail Program at our Senator and Seaside are:

1. To induce former guests to return,
2. To contact selected classes of individuals,
3. To contact groups scheduled for Atlantic City by the Convention Bureau.

Our basic mailing piece is the four-page letter which is used to answer inquiries and for "Thank-You" notes; and which has been so designed that by folding once it can be sent as a broadside with an insert. When sent as a broadside, decorative art work is so placed on the back page of the letterhead that it shows on both the front and reverse sides. In large measure the same plates are used on both pieces and the same stock is used. This enables us to buy in large quantities and means that our purchase price is only 40% of what it would be were we to buy in small lots. 40% is correct.

The letter on the broadside is dated, but carries no name or address. This is an additional economy. What attention-getting value is lost in this manner is more than recovered by setting up the message in unusual formation,—such as a heart and an arrow for Valentine's Day, a clock for the New Year, a ship for the Summer, and so on.

On the twentieth of each month broadsides with appropriate letters are sent to all guests who visited us the following month of the previous year. Obviously, the letter is timed opportunely and this plan is particularly effective for resort hotels. However, no mention is made of the previous visit,—the brief, snappy copy is designed to sell our goods just as if the former guest were a new prospect. In my opinion this enables one to get more of a surprise note and more freshness into the message. One-half of the enclosure is the return-card. The other half, which may be detached, is a four months calendar with rates.

At least once a year our complete list is contacted by a mailing piece entirely different in design from the above, but the same type of return-card is used.

Eighty per cent of the letters sent to you as samples were actually composed by Miss Nancy Burke who is in charge of the publicity for both hotels.

The Senator and Seaside are fortunate in having someone who can dramatize the idea behind a form letter. Give Nancy Burke the other twenty per cent.

YOUR FORUM

(Continued)

answers. *The Reporter* should give factual and accurate answers wherever possible. Where accurate answers can't be given, say that there are two sides to the question and give both of them.

Actually in the case of C.O.D. and penny-postal cards oftentimes the penny postal cards *pay out* much better than C.O.D. Almost always you will get a higher percentage of return from the penny postal cards but it all depends on what you are looking for and what you are selling as to whether they pay out in the end. We handle a number of accounts where test after test has proven that penny post cards are worth paying \$10 per thousand extra. We have an equal number of tests showing that the C.O.D. cards are better. In other words, there isn't any right answer—it all depends on what you are trying to do.

Leonard J. Raymond, Dickie-Raymond, Inc., Boston, Massachusetts.

REPORTER'S NOTE: Correct. Our advice should have been qualified. We believe, however, that the advice was correct for the particular organization involved.



O. K. . . . YOU WILL GET A FEW PICTURES!

Needless to say, I was very much interested in the first issue of the *Reporter*.

First, let me hand you the roses by telling you that I think the material is excellent and the information contained in it certainly justifies anyone's investment in a subscription. Now for the rocks—I believe that reader interest could be enhanced about 500% with a different format and with greater use of illustrations. No one knows better than yourself that the current trend in magazines is all towards the use of illustrations and pictures and certainly much additional reader interest would be gained if you were to illustrate and picture some of the campaigns or mailing pieces that you have covered.

G. A. Walsh, Manager, Graphic Arts Association, Washington, D.C.

REPORTER'S NOTE: But we refuse to print pretty pictures just to print pretty pictures. Unless they mean something—why waste the space? There are plenty of picture and art magazines. *The Reporter* is designed to give information as simply and as clearly as possible.

YOUR FORUM

(Continued)

A TONIC . . . AT MIDNIGHT

I got to the hotel from a business appointment about 11:30 p.m. last night and started reading *The Reporter*. I read it all straight through.

It is top-grade and I am glad D.M.A.A. now has its official publication. It is definite, invigorating, worth while. Nothing soporific there, even close to midnight after a steady day's work. I wish you and D.M.A.A. tremendous success.

Troy M. Rodlun, 4000 Cathedral Avenue, Washington, D.C.

☆



See Article . . . page twelve *

☆

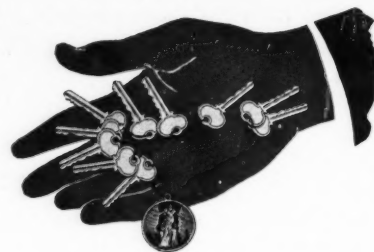
UNSCRAMBLING AN OLD SLOGAN!

I think that Earle Buckley's "Short, Short Story" is one of the best things I have read for a long time. I agree that more people should do just what Henry Martin did—try to sell by personal salesmanship the gadget they were attempting unsuccessfully to market by mail and find out if the thing is really salable. Perhaps the price is wrong—perhaps the market for the article doesn't exist—and tests like this would often prove that direct mail is not wrong but the article itself.

On the other hand, do you realize that there are many things which can be sold by mail that can't profitably be sold by salesmen? I wonder if it is realized that many things which can't be sold by salesmen can be sold by direct mail.

(Continued next page)

TEN KEYS TO BETTER SELLING



Congratulations . . . and a *gold palm* to Ced Braun, Ad-Manager of the Reliance Life Insurance Company, Pittsburgh, for his 1938 sales portfolio titled as our heading above. Forty-six pages and cover, size 11 $\frac{1}{4}$ x14 $\frac{1}{4}$. Plastic binding. Unique cover silver stamped on fairly thin (but good) cover stock; then folded to double thickness—and economical heavy cardboard inserted and pasted between to give feeling of thickness. Clever!

Inside pages are designed with broad color border at outside edge and bottom leaving an 8 $\frac{1}{2}$ "x11" white space for copy or for tipped-in sample letters.

Purpose is to show, describe and sell to all Reliance salesmen, the ten new keys to selling—ten new pre-approach letters to be sent to prospects—names supplied by salesmen (who pay part of cost). The book was prepared from four different angles: First, to merchandise "Need Selling" to the field force. Second, to promote use of new pre-approach sales letters. Third, to aid managers, district managers and general agents, numbering approximately three hundred, in their recruiting, and last, to assist training program by giving Reliance agents field tested sales methods and prepared sales talks to use in the prospects' presence.

First ten pages give logical outline of reasons why Reliance continues its original Plan of Direct Advertising—first organized in 1927.

It has been tried and tested thoroughly under all field conditions . . . in great metropolitan centers . . . in crossroads villages. Today, it represents more than 10 years of thought and experience.

This plan book outlines results, such as:

The average SUCCESSFUL life insurance salesman works 40 hours a week. This includes soliciting PLUS office work. He makes a minimum of 40 calls. He actually contacts 30 persons. Of these, 15 give him interviews. From these he secures one application. Keep that figure in mind—one sale to 30 persons contacted. Now, the record shows that, out of every 18 persons contacted first by letter, then by follow-up under the Lead Service Plan, one sale has resulted.

The tipped-in sample letters are of the four page illustrated variety. They are good letters. Opposite each sample—the reasons for it are given. Under each letter are printed the suggested personal approaches for the follow up.

AN IDEA WITH ASTOUNDING POSSIBILITIES!

In the closing pages, the Reliance portfolio makes some startling statements, and gives figures to prove them. If such a planned, pre-approach system could be followed as intelligently by other industries, we might see a new scientific conception of direct mail. Your reporter knows that firms such as Iron Fireman and Electrolux have used controlled direct mail *pre-approach* in order to force salesmen to make calls. We wonder how many companies have taken the trouble to discover the cash value of such letters . . . with the precision of a life insurance actuary.



Salesmanagers: Read this page taken from Reliance . . .

WHAT'S THE CASH VALUE OF A LETTER?

You can place a definite cash value on each Lead Service letter you send. Since 1927, more than 250,000 Lead Service letters have been released for Reliance salesmen. Thousands of these were *not* followed up. Nevertheless, based on the whole group, the average paid production from each letter has been \$180. The average first year commission on each \$1,000 of life insurance is \$16.46, or \$2.96 per letter. The average renewal commission earned from each letter is \$2.10. Therefore each Lead Service letter is estimated conservatively to be worth \$5.06 in first year and renewal commission. The many collateral sales developed through contacts originated by Lead Service are not considered, of course.

HERE'S WHAT THE LAW OF AVERAGES SAYS YOU CAN EARN THROUGH CONSISTENT USE OF LEAD SERVICE

Letters released per week	YOUR MINIMUM COMMISSION EARNINGS FOR			
	1 week	13 weeks	26 weeks	52 weeks
1	\$ 5.06	\$ 65.78	\$ 131.56	\$ 263.12
2	10.12	131.56	263.12	526.24
3	15.18	197.34	394.68	789.36
4	20.24	263.12	526.24	1,052.48
5	25.30	328.90	657.80	1,315.60
6	30.36	394.68	789.36	1,578.72
7	35.42	460.46	920.92	1,841.84
8	40.48	526.24	1,052.48	2,104.96
9	45.54	592.02	1,184.04	2,368.08
10	50.60	657.80	1,315.60	2,631.20
11	55.66	723.58	1,447.16	2,894.32
12	60.72	789.36	1,578.72	3,157.44
13	65.78	855.14	1,710.28	3,420.56
14	70.84	920.92	1,841.84	3,683.68
15	75.90	986.70	1,973.40	3,946.80
16	80.96	1,052.48	2,104.96	4,209.92
17	86.02	1,118.26	2,236.52	4,473.04
18	91.08	1,184.04	2,368.08	4,736.16
19	96.14	1,249.82	2,499.64	4,999.28
20	101.20	1,315.60	2,631.20	5,262.40
21	106.26	1,381.38	2,762.76	5,525.52
22	111.32	1,447.16	2,894.32	5,788.64
23	116.38	1,512.94	3,025.88	6,051.76
24	121.44	1,578.72	3,157.44	6,314.88
25	126.50	1,644.50	3,289.00	6,578.00

IT STANDS IN THE RECORD THAT IF YOU WANT TO MAKE MORE MONEY
SEND MORE LETTERS AND CONSCIENTIOUSLY FOLLOW THEM UP!

YOUR FORUM

(Continued)

I know one publisher who finds it impossible to profitably sell through salesmen business and financial services under \$60. But these services are profitably merchandised through the mail. On the other hand, his \$100 service can't be profitably sold through the mail but has to be handled by salesmen. In other words, even though a thing can't be sold by salesmen, it oftentimes will pay out profitably as a mail operation.

Leonard J. Raymond, Dickie-Raymond Co., Boston, Massachusetts



THROUGH THICK OR THIN!

I cannot agree with the reaction that the magazine is too thin. Personally, I shy away from the thicker magazines—my tendency being to put them to one side until I find more time to read them in connection with the large amount of reading I have to do. And unfortunately, it is always hard to find that amount of leisure you would like when you pick up such a magazine to read. It seems to me the proper thing to do in connection with any magazine is put in worthwhile material rather than try to put in material to pad the magazine and make it look larger.

K. E. Kellenberger, Union Switch and Signal Co., Swissvale, Pa.



See Article . . . page twelve

YOUR FORUM

(Continued)

JOYS OF BEING AN EDITOR AGAIN!

Put up your guard! I am disappointed in *The Reporter*.

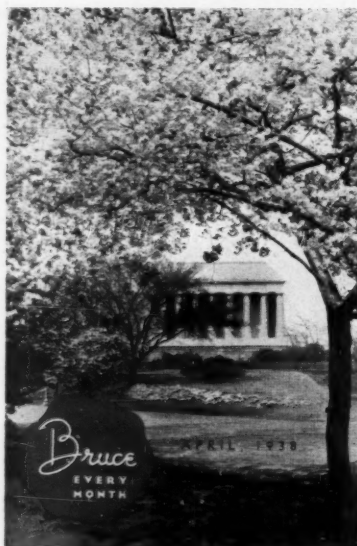
I don't like the format. The "Your Forum" running through it distracts from the reading of the main article, and after all, I don't find much value in the Forum.

I feel that illustrations are needed. If not to illustrate the points made in the type, then for the sake of the interest to encourage the reader into the article.

Now let down your guard. I think *The Reporter* idea is swell, because it will help to weld the members together and keep the Association foremost in their minds. I can also appreciate that the first issue is always the hardest.

I am rooting for you.

Richard C. Sheridan, Schneidereith and Sons, Baltimore, Maryland



See Article . . . page twelve



REPLIES STILL COMING IN!

The Reporter brings me much closer to the Association and I make this statement based upon the value I receive from N.I.A.A.'s organ "Industrial Marketing." Not only will this magazine of D.M.A.A.'s serve a long felt want, but if you continue to publish monthly material as interesting (omitting our story, of course) I am sure the majority of the members of the Association will want to absorb practically every item.

(Continued)

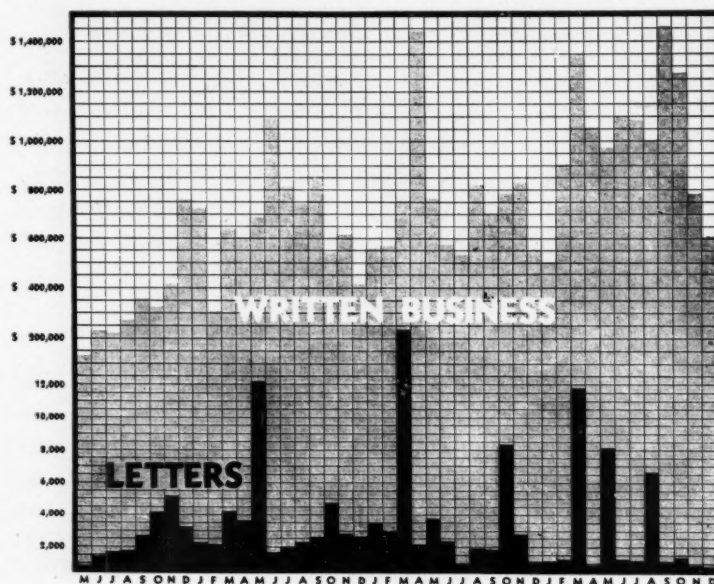
TEN KEYS TO BETTER SELLING

(Continued)

HERE ARE MORE CONFIRMATORY FACTS

Your reporter reproduces chart which shows typical record of Lead Service use and production.

Typical Record of Lead Service Use and Production



This chart shows a typical cross section of Lead Service experience. You will note how closely the curves indicating written and paid business resulting from Lead Service follow that which shows the number of letters released. As the number of letters increases, MORE business is written and subsequently paid for. After each decline in letters, a drop in sales invariably follows. This is the performance record of the entire Reliance sales organization. As it is with the group, so is it with the individual. Therefore, once again, if you want to make more money send more letters and conscientiously follow them up.

The Reliance sales presentation closes with these (illustrated) words:

"In the palm of your hand you hold the keys to BETTER SELLING. Use them to unlock the fetters which tie down many an excellent salesman. Use Lead Service consistently . . . at least 10 letters a week, every week. Start today . . . now! Keep it up!

QUESTIONS

How about a special departmental devoted to this subject at the Chicago Direct Mail Convention September 28th? (We might be able to induce Ced Braun to be the Chairman.) Will those who have facts and figures on this type of planned selling write to *your reporter*?

Henry Martin's Second Venture

A SHORT, SHORT STORY

by

EARLE A. BUCKLEY

Author of "How to Write Better Business Letters" and
"How to Sell by Mail"

The second time I ran into Henry Martin, he was every bit as dejected as on the occasion I told you about last month.

This time, he was fit to be tied, because . . . but I'm getting ahead of myself. Suppose I start at the beginning.

A comparatively few weeks ago, Henry was in a mail order paradise. He had discovered a product of almost universal appeal. Nearly everybody was a prospect. The market was practically unlimited. And he KNEW it was saleable because he had personally taken these wonderful little gadgets of his around to both friends and strangers and, to let Henry tell his own story, "Boys, they went like hotcakes! All I had to do was to say 'here it is—here's what it will do and here's what it costs' and they said 'Gimmie'."

"Well, it looked to me as if my mail order future was assured. I really *had something* at last. You can imagine the confidence and anticipation with which I tackled the job of preliminary testing. Just between you and me, the only reason I went through the formality of testing at all was because any mail order man would have called me completely looney if I hadn't."

"But I had no qualms about the outcome. I wasn't worried or in the slightest doubt about the way the test would work out. I would have cheerfully put my last dime in a hundred thousand mailing with full confidence that the returns would excel even my own glowing expectations."

Came the dawn, and with it a healthier respect for the fundamental laws of mail selling, of which I am sorry to relate Henry is still woefully ignorant.

While I had an inkling of what was to come, it seemed only fair to let Henry finish, so I told him to go on, knowing full well what he was going to say.

"You're so darn smart," he said, "I suppose you think my test mailing was a flop. Well, it wasn't."

"No," I replied, "I didn't suppose that it was from what you told me about the acceptability of the product when you took it around personally. I have a sneaking hunch that your trouble was . . ."

"Wait a minute. I'm telling this story and you're going to

(Continued on page twelve)

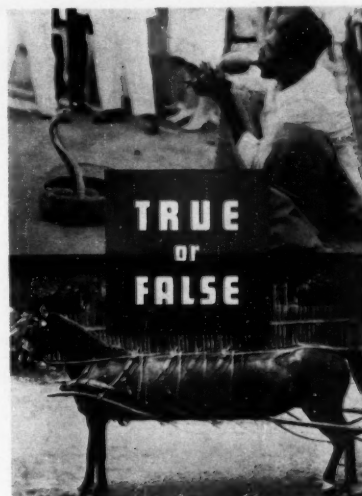
YOUR FORUM

(Continued)

Your item on page 14 of the April issue, about C.O.D. cards. We have not had experience with Government postal cards; however, for the benefit of those interested our replies have been highly satisfactory using the C.O.D. reply cards. Since February 1, to March 31, we received a total of 2,700 replies from our two mailings, using this type of reply cards.

W. J. Ramsey, Adv. Mgr., Mathews Conveyor Co., Ellwood City, Pa.

☆



See Article . . . page twelve

☆

PAST PRESIDENT SPEAKS

Congratulations on the first issue of *The Reporter*. It's professional! It's interesting! Worthwhile!

One comment on editorial make-up. I got so interested in reading your forum that I found I was passing right by the editorial matter of the publication as I followed from outside left to outside right columns. On second thought I don't know but what this is a good thing because it will mean going through the book twice, from cover to cover each time.

Eliot L. Wight, United States Envelope Company, Springfield, Mass.

REPORTER'S NOTE: See other comments on format. We planned it so that the most interesting items in the world — *your* comments — would run from front to back. We also hoped that all readers would go through the magazine twice . . . so that none of the good ideas could be missed.

YOUR FORUM

(Continued)

COURAGEOUS CRITICISM

Following note written in pen and ink on a *Reporter* subscription form and mailed in plain envelope from Chicago, April 6th

*I do not
approve of
Assn. Publications*

It was unsigned.

Your Reporter welcomes criticisms. This is an *open forum* to reveal the real truth about a great form of advertising. We know that some people resent association publications. But we believe that the D.M.A.A. has and can get more information about direct mail—and can tell the truth *much more freely*—than any other organization, past, present or future.

For the information of our unknown critic—there are some very excellent Association publications, a notable example being "Movie Makers" authentic, reliable monthly voice of the Amateur Cinema League, Inc., 420 Lexington Avenue, New York City.

Oh! well, let's go to work!

☆

EXPLAINING THE CONSERVATIVE FIGURES!

I note your comment on the Direct Mail Index figures. I don't blame you for expressing the opinion that the total volume shown is too low—it is a *conservative* figure but I'd much prefer to be on the conservative side and let you or any one else boost them all you want to.

The formula was worked out after several years study and cooperation with *PRINTER'S INK* and several other competent organizations. The figures you have seen giving a \$277,851,087 volume for 1937 are the result. Realize that that is for mailed direct advertising only—until some one can show us that the method or the figures are wrong we will keep the formula on the conservative side and I think in the end you will agree that that is the right way to do it.

Leonard J. Raymond, Dickie-Raymond, Inc., Boston, Massachusetts

HENRY MARTIN'S SECOND VENTURE

(Continued)

listen if it's the last thing you do. What really happened was this:

"I had a very nice return from the test, about 3½ percent, and the mailing went to three thousand people in different walks of life and in different parts of the country. So I feel it was a pretty good picture of what I could expect from a large mailing."

"What was your selling price?" I asked him.

"Two dollars."

"And what was your manufacturing cost?"

"Just about a dollar. You see that gave me a full 100% profit and I can't understand why 100% profit isn't enough in any kind of selling. But it wasn't in this case, because I projected the picture forward on a contemplated 100,000 mailing and, assuming that I continued to get 3½% return, *I still wouldn't make any money*. You see, my mailing costs were \$35 per 100 and that was exactly equal to the net profit."

"The trouble with you," I said, and there was no stopping me now, "is that you don't understand the first requirement in selling by mail. It isn't enough for you to have a product that is in demand by the people to whom you expect to advertise. It is also *essential* that the delivered price be *low* enough and the mark-up *high* enough to allow a decent profit with what are considered good mail order returns. Your percentage of returns was okay, but either your selling price should have been higher or else you were paying too much for the finished product. A safe guide to follow is one-third for manufacturing, one-third for selling and one-third for administrative expenses and profit. Hereafter . . ."

But with a guy like Henry Martin, what's the use?

☆

Photographs for Covers

Your reporter has been noticing lately that more and more advertisers are using solid bleed photographs for covers on house magazines, folders, booklets, etc. And, why not! It is easy technique and can describe product, or lead article.

We are reproducing four recent examples, — scattered here and there for the benefit of those who must have pictures. Eye appeal plus on Eastman's latest booklet on color movies.

Union Oil Bulletin illustrates its first article in house magazine. Mutual Broadcasting System gets curiosity into the illustration on front of four-page folder. "Bruce Every Month" has a cherry blossom cover.

CALLING ALL AGENCY A.E.'S AND P.D. MEN TOO...

Here's a practical solution to your problem of assuring adequate protection to client drawings, photos and other valuables in the mails. Right now your boys may swathe this costly material in corrugated board and paper. But that costs money for materials—adds weight that shoots up postage. There's a better way—use Columbian Safeway Mailers instead! They're trim and smart, speed the mailing, and above all give 100% protection to valuables in the mails. This unique container has been tested and found equal to even the worst emergency. Send for Safeway Mailer samples today, and get the whole story by asking also for a new folder "On Guard" which explains all.



U. S. ENVELOPE CO.

Dept. 68, Worcester, Mass.

Send information and samples at once.

Name _____

Address _____

Supply Source _____

did you say, "Samples?"

YOUR FORUM

(Continued)

SUFFICIENT REWARD

If there were not other benefits from our membership in the Direct Mail Advertising Association, the ideas obtained from Specimen Packet No. 10 would be sufficient reward. Ingenuity and thoroughness are displayed in the assembling of the material, while the change in the descriptive labels is helpful to a marked degree.

We are especially interested in inquiry—getting material used by mail order businesses to obtain inquiries from various lists. In addition, insurance advertising of any and every character is welcome.

Milton Rosenthal, President, Guaranty Union Life Insurance Company, Beverley Hills, California.



MANNA FROM HEAVEN!

Volume I, Number 1 has just reached me and it certainly seems good to find that finally someone who really knows our business and our industry, knows our problems and the methods of utilizing our medium as a profitable, productive sales maker is finally issuing a worthwhile publication.

It is well printed and well made up. You deserve lots of credit for getting out such a presentable publication. There is not the slightest doubt in my mind but what Volume I, Number 2 will be even better and so on through the year.

Joseph C. Gries, Manz Corporation, Chicago, Illinois

NOTE: *Your Reporter* will do his or its humble best to live up to the reputation our friends insist on giving us. So long as we can get the facts . . . we'll print them!

Mark These Days on Your Calendar

SEPTEMBER 28, 29, 30, 1938

The twenty-first annual conference and exhibition of the Direct Mail Advertising Association will be held on these dates at the Stevens Hotel in

C H I C A G O

Plan to attend. Three days crammed full of facts, figures and ideas. . . .

Something should be done about the Patent Racket!

There are a few reputable, deserving patented forms in the direct mail field. These forms or services require special machinery or materials—and *when patented* were absolutely brand new. We have no bone to pick with them, and hope that the statements made here will be accepted . . . with tolerance.

In the interest of truth, *your reporter* believes that someone should damn the increasingly obnoxious flood of patent infringement claims. The printing organizations should break up the racket . . . but we are willing to be "the goat." Printers all over the country are paying "license fees" or "royalties" on so-called patented forms which no more deserve patent protection than the chirp of a canary bird.

Users of direct mail are constantly being threatened with suit by "patent owners." Most of those threatened pay up . . . or stop using . . . to avoid trouble.

At the present time—two responsible members of the D.M.A.A. are being threatened by two different "patentees." In both cases, we have advised our members to "*do everything possible to cause patentee to sue.*" We have agreed to throw the resources of the D.M.A.A. library and the contacts of the Association into a court case to clean up this abuse of direct mail once and for all. Up to this time, the *patentees* will not bring suit against anyone with money to fight.

In one particularly obnoxious case, the firm being threatened actually used the simple form *themselves* years before the patent was issued. In the other case, a D.M.A.A. printer member has submitted samples and job tickets on a job run before the patent application was filed.

Here is what one printer tells *your reporter*:

It is my feeling that a lot of people, who are claiming patent rights and royalties on various types of folds, etc., on printing, are not justified in their claims and could not make them stick if a printer wanted to make a fight. But I like to stay as far away from lawyers and courts as I possibly can, consequently, we have never taken any chances. Ordinarily, we try to stay clear away from any of these patented stunts, but once in a great while, a patented idea seems to "fit the picture" particularly well, and in such cases we simply pay the freight and use them. I believe your producer members would appreciate anything that you did to help straighten out this situation.

A patent expert explains that it is difficult to secure a patent in an established technical industry where there are

(Continued page sixteen)



NO. 1 BROADWAY IN 1831 FROM A DRAWING IN WOODCUT TECHNIQUE.

A Bargain in Beauty RED LION TEXT

When you cannot afford to compromise with fine appearance in your direct mail advertising, yet your budget calls for thrift, specify Red Lion Text. This versatile, fine textured paper lends charm to letterpress, offset, water color and gravure printing. Yet its modest cost permits its use with downright economy on long runs or short—for large pieces or small.



Red Lion Text is a genuine bargain in a beautiful practical paper. It is made in five very usable colors and white, with matching envelopes. By all means, ask your supply source for samples . . . or write to the RISING PAPER COMPANY, Housatonic, Mass.

For modern advertising and business use Rising also makes Olde Quill Deckledge, Intralace and a comprehensive range of Bonds, Writings, Ledgers, Indexes, and Wedding Papers and Bristols.

One of the
RISING PAPERS

YOUR FORUM

(Continued)

IS OUR FACE COLORED?

First issue of *Reporter* read from cover to cover with difficulty. Not because of contents, which were swell, but because of make-up. Put the "The Sound and the Fury" department in a section by itself so that it won't be constantly interrupting the editorial matter alongside, and save the dozen and a half "continued's" which are disturbing though unavoidable with the present make-up.

On page 12, your comment "No one has yet invented a satisfactory substitute for



black when only one ink is used," prompts me to send you several one-color jobs that are not printed in black ink, and which I in my simple minded way consider superior to black ink jobs. *

In advertising, and Direct Mail in particular, I find that those who know nothing tell everything and those who know something tell nothing. If you can shut up the former and prevail on the latter to give out, *The Reporter* will be a tremendous success.

E. J. Sirmay, Tropical Paint and Oil Company, Cleveland, Ohio

REPORTER'S WHISPER: We will stick to the continued "your forum" until a sufficient test proves it impractical. Now . . . if anyone wants to see booklets printed in one color (not black) we have three fine specimens in the library,—one reddish brown, one light green, one dark green. They are pleasing to the eye. The photographs, being screened, actually appear to be in a different color than the solid type. Let's have more one-color, not black.

PATENT RACKET

(Continued)

many evidences of prior art. It is easy to secure a patent when no *prior* art has been established. That's the situation. Some years ago . . . when direct mail was growing up . . . a few bright boys started getting patents on direct mail pieces. They claimed originality for a trick fold; a slot here, a die-cut there . . . and the examiners, not finding any prior art, granted patents "one million and something." It would be just as logical to give some advertising agent a patent on a peculiar type of layout for a page ad in the S. E. P.

Direct mail should be freed of shackles. Paper is the *base* of direct mail. Ink is the only other necessary material supply. All else is . . . *in the mind*. And there is (and should be) no limit to the creative imagination of the mind which plans a selling message. No creative mind should be hindered by thoughts—"I wonder if someone has patented that fold"—or "can I put a hole or a card here without violating that Donothing patent."

Your reporter hopes that the printing organizations will wake up and clean up the rackets. In the meantime, we urge all readers to report *to us* threats of patent suits. Don't pay up without getting advice. If the claim is a racket—we will put you in touch with other "defendants" and . . . the evidence.

Go ahead . . . use your own originality freely. The bright "new" idea you clutch from a crystal ball of inspiration may be only reincarnated in you from a former crystal gazer equally bright. And if "patented" it's a 99 to 1 shot that the patentee was a *kibitzer*.

Direct Mail has grown . . . technique and results have improved . . . **BECAUSE** thousands of these broad-minded truth-seeking crystal-gazers have, during the past twenty years, belonged to the D.M.A.A.; have told their stories on convention platforms; have freely exchanged ideas in letters and bulletins. They . . . like true professional men . . . have asked nothing in return except ideas . . . and a common good.



WATT-Z-USE

A young lady swimmer found herself out in the country beside a lovely lake and no one around. Off came the duds and in she went. She had been swimming 'bout fifteen minutes when, looking toward shore, she discovered a small, red-headed boy tying knots in her clothes. Swimming to shore full speed, she picked up an old tub lying there and holding it gingerly in front of her she advanced on the boy. "Young man, do you know what I'm thinking?" she asked. "Yas, ma'am," replied his boyship. "You're thinking there's a bottom in that tub but there ain't."

—Buzz Saw, Kansas City Rotary Club

ADVERTISING!... A \$1,000,000,000 BUSINESS!

... and **DIRECT ADVERTISING**
Accounts for One Half the Total!

THE LETTER: The advertising manager of a large corporation (spending about \$100,000 a year on direct mail and another \$100,000 on general printing) wants some facts and figures that he can use in justifying to his board of directors the substantial part of his appropriation which goes into your medium. He says that many agencies talk about the "four major media" but do not mention direct mail, and that the directors are a little difficult to handle because they know nothing about **this latter medium**.

Any such figures as the grand total for direct advertising and any totals you may have for specific industries or other breakdowns, will be useful.

I might add that he considers that any advertising which goes direct to the consumer, either by mail or over the counter, is direct advertising.

The above letter is typical of many recent requests made by letter or in person to **your reporter**

THE ANSWER: On the next three pages we will give facts and figures that should answer once and for all time the appeals that are made to us for arguments which will **justify** the place of direct mail among the **major media**. We mean no insult to any of the other great forms of advertising. We repeat again that all forms of advertising are good—but that each in its place is best.



DIRECT ADVERTISING IS THE **GIANT** OF ADVERTISING. It has suffered from an inherent lack of self showmanship. It has been held down by apathy, lack of cooperation and indifference . . . on the part of both buyers and sellers of it. It has had an **inferiority complex** . . . probably caused by ignorance of its real strength. The average advertising buyer . . . or the top executive who must O. K. advertising budgets . . . sees no daily mass evidence of its use or of its powerful results. Some judge its worth only by the poorer of the pieces crossing **their own desks.**

The budget-controlling executive is constantly exposed to visual and oral impressions of the magnitude of every form of advertising—except direct mail. The executive sees daily daily demonstrations of the hundreds of firms who use newspaper, magazine, outdoor, car card, or window display advertising. He hears what is being done by others . . . by air. He sees a constant stream of mass coverage advertising in every day life . . . in every street car . . . along every road . . . Times Square . . . Michigan Boulevard . . . in every home . . . shop window . . . on every office reading table.

It is true also . . . that advertising papers and even advertising clubs and conventions have played

THE TRUTH ABOUT RE

If Advertising Agencies, Boards of Directors, and others . . . still think of advertising as a "four major media" monopoly—it is high time to review the facts and figures. Advertising managers are constantly complaining that they have little difficulty putting through their budgets for "other advertising" but that when it comes to direct mail or direct advertising—long and tedious (and sometimes fruitless) explanations must be made.

up the more spectacular and **politically dramatic** achievements in advertising. A very recent issue, for example, of a well known advertising journal devoted **five and three quarter pages** to a detailed listing of the newspaper lineage carried by 357 national advertisers in 1937. Impressive looking . . . but what it means is another thing.

Direct advertising . . . by its nature . . . is a quiet, industrious worker. There is more direct mail used than any other form of advertising . . . but that fact has not been known or shown until recently. That fact is often overlooked when budgets are considered. There are more people engaged in direct mail advertising than in any other form of advertising. There is more money invested in plants and equipment for production and supply of direct mail than for any other form of advertising. Direct mail has more ramifications . . . more details, more plants, more processes, more man power, more users. If we attempted to print the organizations which used direct mail in 1937, the volume would be simply an unspectacular listing of practically every firm engaged in business.

Let's get this straight again. **Your reporter** is NOT trying to "sell" the readers of this magazine on the advantages of direct mail. We are simply trying to answer once and for all the appeals that are made to us for arguments which will **justify** the place of direct mail among the **MAJOR MEDIA.**

Your reporter advises all readers to file the following figures.

Case One

In the recently issued "Handbook of Advertising" published by McGraw Hill (Price \$5.00 and worth it) there is a chapter on Direct Advertising written by Leonard J. Raymond, Dickie-Raymond Company. Under a heading "How Much is Spent on Direct Mail" is this:

Estimates vary as to the amount of money spent on mail advertising. For 1936 they range from \$266,010,365. (Dickie-Raymond figure, considered too conservative) to \$450,000,000 (Buckley-De ment includes all mail order catalogues, regardless of method of distribution and therefore probably excessive). No estimates are available on direct advertising, not mailed.

Here is the volume of direct mail advertising, not including direct advertising not mailed, in relation to estimated expenditures for other advertising for 1936. The estimates on all but direct mail are published through courtesy of Printers' Ink.

DIRECT ADVERTISING

If every advertising manager had access to the full facts, figures and statistics on direct mail volume and RESULTS there would be no difficulty in making a convincing presentation.

On these three pages, we give facts and figures. For case histories of RESULTS—read the "Reporter" regularly—or refer to the unlimited evidence in the files of the D.M.A.A.

surveys showing an average of 49.3% of total advertising appropriations spent for **direct advertising** (and partly confirmed by other surveys) it would be entirely safe to add \$236,000,000 for non-mailed direct advertising.

The figures would then read in order of size in amount:

Direct mail advertising	\$244,342,180
Direct Advertising	236,000,000
<hr/>	
Total Direct Advertising....	\$480,342,180
National newspapers	188,000,000
Magazines	143,790,000
Chain radio	59,671,000
Non-network radio	58,000,000
Outdoor	34,000,000
Business papers	28,000,000
National farm-paper advertising	7,013,154
Street Car	2,100,000
<hr/>	
Total	\$1,000,916,334

There is your billion dollar business. If Direct Advertising is not a top bracket major medium . . . then there is no sense in figures.

Case Two

Let us now analyze the survey of 299 National Advertising Budgets for 1934-1935 made and published by the Association of National Advertisers. Paul West tells **your reporter** that no survey has been made since then . . . "as the figures do not change much."

Crediting the A.N.A. for a fine piece of work—we take pages 82 and 83 and change the columns around so that they conform to the **quantitative** (Case 1) list-

(Continued next page)

THE NATIONAL LINE-UP OF ADVERTISING DOLLARS:

Business papers	\$ 28,000,000
Chain radio	59,671,000
Non-network radio	58,000,000
Direct mail advertising	244,342,180
Magazines	143,790,000
National farm-paper advertising	7,013,154
National newspapers	188,000,000
Outdoor	34,000,000
Street Car	2,100,000

The figures given show that direct mail is the major medium—but even that conservative estimate does not include other **direct advertising**, such as dealer helps, and printed material which is not sent through the mails. Based on percentages taken from Dartnell

A.N.A. Breakdown of the Consumer Advertising Budget for 299 National Advertisers in 1935. Showing Average Arithmetic Percentage of Total Appropriation Spent in Each Medium

Industry	Direct Advertising	Newspapers	Magazines	Radio	Outdoor	Business Papers Trade Papers	Other Forms and Administrative Expense
Agricultural Equipment	32.05	.23	5.28	.06	.01	7.30	55.07
Auto Accessories	33.69	11.04	24.24	.85	1.98	9.50	18.70
Auto Trucks	25.38	8.93	24.42	—	5.16	7.60	28.51
Beer	22.25	13.65	3.89	5.78	33.00	.22	21.21
Beverages (Soft and Carb.)	31.70	12.89	14.99	7.79	18.92	.27	13.44
Clothing and Accessories	22.37	18.93	17.17	4.55	2.75	3.21	31.02
Confections and Ice Cream	36.51	10.26	.84	30.52	1.89	—	19.98
Drug Sundries	28.07	20.77	17.22	5.84	.04	7.90	20.16
Drugs and Toilet Articles	15.24	15.66	30.04	13.13	.03	3.81	22.09
Food and Grocery Products	16.38	16.25	20.02	13.50	6.31	2.27	25.27
Footwear	29.65	9.64	28.31	.79	.86	2.85	27.90
Hardware	31.09	—	10.03	—	—	28.55	30.33
Heating, Air Conditioning, etc. ...	35.60	11.59	12.50	2.25	1.12	7.87	29.07
House Furnishings	35.40	.63	19.38	13.47	—	6.08	25.04
Household Elec. Equip.	35.45	8.73	19.40	.86	.46	7.20	27.90
Knit Goods, Hosiery, etc.	23.16	10.55	25.58	12.21	3.98	4.09	20.43
Office Equipment	60.52	—	—	—	—	10.52	28.96
Paints' Varnishes, etc.	39.38	8.51	10.19	9.62	.86	4.63	26.81
Petroleum Products	19.94	27.40	13.06	10.65	9.93	1.48	17.54
Proprietary Medicines	3.68	36.28	18.66	24.61	1.35	.75	14.67
Service Organizations	17.35	3.88	44.43	—	—	—	34.34
Silverware, Clocks, etc.	30.74	—	45.98	—	.03	3.29	19.96
Sporting Goods, etc.	27.36	2.27	38.61	.05	.25	3.86	27.60
Textiles	14.51	2.76	44.57	—	.33	12.64	25.19
Travel and Transportation	31.43	36.29	14.25	.64	1.45	4.06	11.88

ing of the media. We have combined the A.N.A. Business Papers and Trade Publications columns. We have also combined under one heading the figures shown in the columns headed Direct Mail, Dealer Helps, House Organs, Sales and Service Literature, Price Lists and Internal Publications,—for they can all be properly classified as DIRECT ADVERTISING.

Now—take the average for all of the 299 firms—and you find the three top volume media:

Direct Advertising 27.55% of Advertising Budget
Magazines 20.12% of Advertising Budget
Newspapers 11.52% of Advertising Budget

Not a bad case for direct advertising, which is considered in some quarters as not in the "four major media." And—these figures come from a preferred group where **mass coverage** is a primary essential.

Note: The complete survey mentioned above can be obtained from the Association of National Advertisers, Inc., 330 W. 42nd St., New York. Price \$10.00.

Case Three

The National Industrial Advertisers Association, 100 E. Ohio Street, Chicago released during 1936 the results of a survey of the advertising budgets of industrial companies. The complete survey is available in booklet form from the Association at a price of \$1.50. Here is a short summary based on reports from 255 companies. The industrial advertiser's dollar was divided as follows in the 1936 budget.

Business Paper Space	34.6
Publishers' catalogs, directories, etc.	3.6
Artwork, engravings, etc. for above	6.6
Advertising to general public and production expense for such advertising	3.6
Direct Advertising	34.5
Conventions and Exhibits	3.7
Editorial publicity	0.6
Motion pictures, still films, etc.	0.6
Administrative expense	6.4
Traveling expense	0.5
Market research	0.3
Miscellaneous	3.0

And, we have again taken the liberty of grouping under **direct advertising** the separate figures for divisions headed: catalogs, product literature, direct mail and other promotion literature including postage and distribution, and house organs.

In 1936 the highest percentage of sales devoted to advertising was among sellers of operating supplies, whose allotment for advertising was 3.6% of sales. The lowest was among manufacturers of containers or packaging materials, whose advertising expense was 1% of sales.

Case Four

Dartnell Corporation, Chicago, has given **your reporter** their latest compilation of a study of 1101 companies. We started to compare these latest figures with averages taken from the detailed survey made by Dartnell in 1929, but we found that there was so little variation that it wasn't worth the trouble. Take three groups, for example,—the average percent of advertising used for direct mail by organizations listed in the 1929 report was shown as:

Schools and Colleges	50.6
Seeds, Plants, etc	47.8
Shoes	40.3

while latest report shows:

Schools and Colleges	51.7
Seeds and Nurseries	49.9
Shoes	41.4

Indicating, if anything, there there has been a slight increase in the average percentages.

Without further ado, **your reporter** gives you the Dartnell Survey showing percentages of advertising appropriations spent for Direct Advertising—

Line of Business	Number of Companies Reporting	Percentage for Direct Advertising
Advertising	10	65.8
Automobile Accessories	25	36.2
Automobile and Motor Truck	9	31.6
Building Material and Supplies	79	48.8
Chemicals	19	64.
Cereal, Feed, Flour Milling	15	43.9
Cigars	4	32.9
Clothing	93	60.8
Confectionery	19	48.9
Drugs	14	31.2
Electrical Appliances	16	36.6
Farm Implements	13	45.4
Financial	41	43.0
Foods and Beverages	48	41.
Fuel	13	40.4
Furniture and Furnishings	10	32.4
Hardware	41	63.
Hosiery	5	20.9
Hospital and Dental Supplies	3	73.
Hotels and Resorts	5	22.5
Household Specialties	103	56.3
Insurance	5	43.8
Jewelry	5	55.3
Leather Goods	23	58.4
Lighting and Wiring	5	46.6
Machinery	79	47.7
Mail Order	6	40.7
Marine	7	23.8
Miscellaneous	73	54.9
Musical Instruments	24	44.6
Novelties	14	55.7
Office Equipment	46	50.8
Oil	6	45.1
Paint and Varnish	8	42.
Pens and Pencils	3	22.2
Printing and Binding	5	81.7
Publishers	7	49.3
Radio Equipment	9	20.7
Real Estate	2	55.
Refrigerators	8	27.7
Rubber Specialties	10	41.5
Schools and Colleges	6	51.7
Scientific Instruments	10	29.4
Seeds and Nurseries	9	49.9
Shoes	10	41.4
Sporting Goods	16	35.9
Stoves and Furnaces	10	34.3
Steel Supplies	18	39.3
Store Fixtures	28	52.9
Textiles	13	76.7
Toilet Goods	5	36.6
Toys	7	39.1
Trade Associations	11	67.5
Transportation	8	26.1
Wholesalers	8	54.7
Paper	12	64.5
	1101	49.3 Average

* * *

There, you have the figures from four authentic reliable sources. Until we can arrange a national survey covering all large and small advertisers, no one will know figures any more accurate.

Figures themselves mean nothing. Unless direct advertising produced tangible, checkable results, there would a different story.

But—we have given the available figures in the hope that they will come in handy whenever it becomes necessary for an advertising manager to justify his inclusion of direct mail in the budget.

Curtis POSTAGE REDUCER ENVELOPES

*No strain
against the
spot of
gum.*



*Strain is
against the
closed end.*

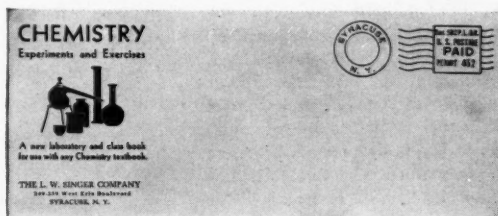
are stuffed this way



AND THE UNIQUE CONSTRUCTION

PERMITS THE FLAP TO BE SEALED
ACROSS IT'S FULL LENGTH thus

giving the appearance of
FIRST CLASS MAIL



yet meeting requirements
of the Post Office Dept. for
THIRD CLASS MAIL

CURTIS 1000 INC.

Plants at

HARTFORD - ST. PAUL - CLEVELAND

Sales Offices in Principal Cities

Clip this coupon and mail today!

CURTIS 1000 INC.
Hartford, Conn.
St. Paul, Minn.
Cleveland, Ohio
(Mail to nearest plant)

Gentlemen: Please send samples of POSTAGE REDUCERS to

Name _____

Address _____

YOUR FORUM

(Continued)

MORE . . . ABOUT DEAD BEATS

You published a letter in your very excellent first issue of the *Reporter* from Ralph Thompson of Perrin & Thompson, Winter Haven, Florida, who complained about the number of dead beats.

You will be interested to know that there is an organization in New York called The Mail Order Credit Reporting Association which is a non-profit mutual enterprise under the aegis of Fred Stone of *Parents' Magazine*.

The Mail Order Credit Reporting Association maintains a list of about 400,000 mail order dead beats all over the country. Membership in the Association can be had at a very low figure and the more people that join, the more effective the service will become and the lower the membership fee.

Full information can be had by writing to Mr. Stone at *Parents' Magazine*, 9 East 40th Street, New York City.

Arthur Martin Karl, 25 West 45th Street, New York City



THE "REPORTER" BOWS

We just received Volume I, No. 1 of the *Reporter*, official monthly publication of The Direct Mail Advertising Association.

Intrigued by the startling comment on the cover—"Contents NOT copyrighted. Anyone can use the material without further permission. . . . and it's our hope that it will be helpful."—we found it difficult to lay it down until after we had read every word. The format is new and unusual in that it is punched for looseleaf binders, and each text page carries an outside column of correspondence and comment, while the editorials and feature stories are carried on two column width on the inside of the pages.

Correspondence is summarized, stories are pointed and full of information, and the editor's comments don't pull their punches. We liked it.

From "The Final Proof" h.m. of
The Typothetae of Baltimore

FLASH—

of importance to 3rd class mailers who use multiple pre-cancelled stamps. The Post Office Department has promised to change recent restricting regulation to allow the use of more than one ½c. precancelled stamps on sales mailings. P. O. seems determined to stick to rest of ruling.

Predictions on Direct Mail Tests

Earle A. Buckley in his easy reading book "How to Sell by Mail" throws discretion to the wind and makes these fourteen predictions: (Best way ever to start an argument.)

Based on many mail selling experiences with test mailings, let me predict the results of some tests you might be inclined to make for your particular product. Don't lean on them too heavily. And don't hold it against me if they don't work out. After all, I am simply predicting.

1. A letter, folder and order form will outpull a circular and order form.
2. A two-color folder will produce better than a one color.
3. Two color multigraphing will generally outpull the conventional one color.
4. Mailing received by the prospect on Tuesday, Wednesday or Thursday will produce more orders than those received on Saturday, Monday or Friday.
5. Filled-in multigraphed letters, unless perfectly filled in, can't be expected to produce more than multigraphed letters with a strong headline. On the contrary, the latter, though costing less, might easily pull in more orders.
6. Electrically typewritten letters will pay for themselves in extra returns only if full advantage is taken of the personalizing feature.
7. The ideal postage at the present time is a 1-cent red meter stamping to offices and two regulation pre-cancelled stamps to homes.
8. The next most effective type of postage is the 3-cent purple stamp and the 3-cent red meter stamping (equal value). Next and way down on the list are the 1-cent green stamp and the black printed permit.
9. Color tests on postage stamps (using postage meter, third-class stamping) will show the following order of productivity: purple, red, brown, blue, black.
10. Business reply envelopes and order blanks will almost invariably outpull business reply cards, whether a stamp is affixed or not.
11. Air-mail reply cards probably won't produce a sufficiently higher return to make their use worth while.
12. A plain order form will generally come back as readily as one filled in with the prospect's name and address.
13. Commemorative stamps will attract attention to your envelope and therefore usually show higher returns than ordinary stamps. They cost no more.
14. Mailings to large cities will not produce so heavily as those to smaller cities and towns.

WARNING

Your reporter has a simple platform which prescribes that *the truth* be told about a great form of advertising. We warn *all readers*, however, to be careful about believing all that is said here or elsewhere about TESTS. What may work in one business may not work in another—or your's.

(Continued on page twenty-four)

"I Can't See Very Much Difference In Them"

FEW EYES CAN AND FEW FINGERS
CAN FEEL THE REAL DIFFERENCE
BUT....

The Pressman And The Press Can Tell

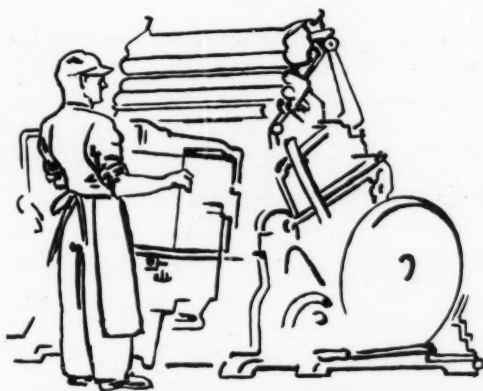
To them slight differences in the shade of white among English Finish Book papers, for example, is relatively unimportant. The test for smoothness by the finger-feeling method they know is unreliable.

To the Pressman and the Press of greatest value is **PERFORMANCE**.

Glatfelter makes this its first consideration. With what result? For one thing, machines equipped with the best devices known for producing a **FLAT** surface. That means a minimum of hills and valleys. Fingers feel only the hills whose gloss is frequently deceiving. But halftone dots must also get into the valleys. For them an even impression is impossible unless the hills are pushed down and the valleys filled up.

To aid the leveling work of the machines, Glatfelter has developed sizing materials and fillers that smooth like oil on troubled waters, or like wax rubbed into rough raw wood.

From this careful, purposeful control comes **SPRING GROVE E. F. BOOK**, a paper about which a printer with a poetic eye remarked "The kiss of the press is as soft as a shadow."



FOR BETTER PRESS PERFORMANCE USE PAPERS MADE BY

P. H. GLATFELTER CO.

Paper Manufacturers

BOND - BOOK - OFFSET - MIMEOGRAPH - SPECIALTY PAPERS

For Samples of Spring Grove Book and the Demonstration Folder

"A Kiss As Soft As A Shadow"

Clip this coupon, attach to your letterhead and mail to

*The P. H. Glatfelter Co.
Spring Grove, Pa.*

YOUR FORUM

(Continued)

PRAISE FROM A SHOWMAN IS TERRIFIC!

You have done it! You have published a new direct mail magazine that is very practical, easy to read, filled with articles that should be of genuine interest and helpfulness to anyone concerned with this type of promotion, and to talk in the Hollywood language, I think your first release is terrific. Keep up the good work.

Leon J. Bamberger, Sales Promotion Manager, RKO Radio Pictures, Inc., N. Y. C.



SIMPLICITY . . . THE FIRST ELEMENT IN SHOWMANSHIP!

More attention should be paid to the less expensive forms of Direct Mail Advertising.

It is all very well to admire the expensive pieces put out by those of our brethren who have lots of money to spend but they don't mean much to those of us who operate on a restricted budget where every cent has to count.

For instance, consider the lowly postal card. There is very little material available on that subject. You can find all you want about return cards, but I mean the postal card as a mailing piece.

Also, consider the letter. I mean just a letter and return card or envelope. No elaborate enclosures. Just the letter where really good copy has to do the trick.

I believe that there are many times as many firms who would be interested in information about really inexpensive forms of direct mail, as there are firms who could use information about expensive mailing pieces.

Let's have less dope about three and four color work and more about simple pieces that have turned the trick because of the thought that was put into them and the sales value of the copy.

Dudley V. Cassard, Grand Rapids, Michigan

REPORTER'S NOTE: Correct. Direct mail runs a wide gamut from simplicity to richness. We would appreciate receiving from readers examples of simplicity.

Speaking of post cards, your reporter sent a pre-publication subscription—solicitation mailing on a closely packed penny post card. It pulled better than 5%.



End of YOUR FORUM for May.

Send us your comments.

DIRECT MAIL TESTS

(Continued)

Buckley's predictions numbered 6, 7, 8 and 12 are susceptible to argument. And, to all test laws—there are exceptions. Your reporter was "called" for his snap judgment answer in the April issue about the use of C.O.D. or prepaid reply cards . . . and rightly so. There have been rare cases when it paid to use prepaid reply cards or envelopes in spite of waste in postage. For instance, in selling a certain \$25 service, it was found that the use of ten dollars worth of penny reply cards brought enough extra sales per thousand . . . to pay a profit.

We know, also, of cases where it paid to use *prestamped, air-mail, special delivery, return envelopes*. The analysis of tests resolves itself to a question of good judgment.

ANOTHER SLANT ON TESTS

Refer back to Buckley's prediction number 12. Then read the results of a series of tests in Raymond's Direct Advertising section of the "Handbook of Advertising." After describing various tests for a product being sold to bakeries—this is the summarized report—

Using 100 as a perfect score, this is the way the various combinations might score: (The letters were short and to the point—a mere offer to send the material outlined in the broadside. Third-class metered mail was used on all mailings, after testing.)

- | | |
|---|-----|
| 1. Letter and return card | 25 |
| 2. Self-mailer broadside and return card | 30 |
| 3. Envelope enclosed broadside and return card | 40 |
| 4. Self-mailer broadside and filled in return card | 60 |
| 5. Envelope enclosed broadside and letter and return card | 80 |
| 6. Envelope enclosed broadside and letter and filled in return card.. | 100 |

Moral: Make it easy to ask for; don't stress the salesman's call; test mechanical or production technique, as well as copy and merchandising offer. Remember that in all the above the offer was the same.

So . . . it is up to YOU to decide what will work best in your case.

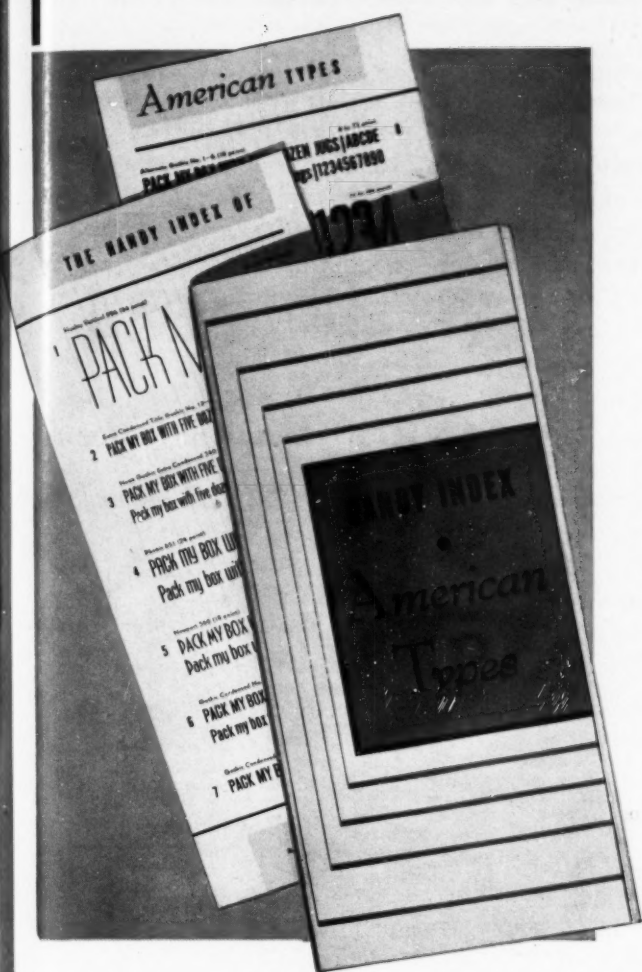
WHAT, NO RETURN CARD?

You have all heard experts say that you *must* have a *hook*; must make it easy for the prospect to reply. Along comes Ced Braun of Reliance Life Insurance and knocks that rule into a cocked hat. In his super excellent sales portfolio for 1938 "Ten Keys to Better Selling" Mr. Braun tells Reliance salesmen "*never send a boy to do a man's job*"—and this:—

The Reliance Lead Service Plan never has included a return card to procure inquiries. You may ask the reason . . . question this policy. The answer is simply this: Life insurance companies which have applied the return card to their mail advertising plans have found that, from any given mailing list,

(Continued page twenty-six)

HERE ARE TYPES YOU WANT TO USE



- **grouped**
- **compared**
- **indexed**

Marshalled on the pages of this Handy Index are the type faces favored by America's advertisers, printers and typographers. Here, for the first time, they're grouped by style characteristics, width and weight, arranged to facilitate comparison of height and set, cross-indexed for ready reference. • These are the types, old and new, which America wants and uses. To better meet the demand for them, and better to serve the graphic arts industries, the American Type Founders is making these standard faces the focal point of its extensive manufacturing and distribution facilities. Stocks in the company's twenty-three branches have been re-organized, centrally located warehouse stocks are being set up in the effort to assure quick deliveries and maximum service on these wanted faces. • The Handy Index is much more than a specimen book. It's a usable guide to the types that interpret the times—and where you can get them quickly. Be sure you get your copy.

Send for your copy TODAY!

You need this **HANDY INDEX**

• In it over 200 type faces are grouped so you can compare letter forms, widths and weights. Pica rules facilitate comparison of the set width of the different faces and vertical rules in each line make it easy to gage the relation of face to body. In addition a cross-index groups related faces, makes for quick reference.

AMERICAN TYPE FOUNDERS

200 ELMORA AVENUE • ELIZABETH • NEW JERSEY

Types used: Bernhard Gothic Medium and Franklin Gothics

ABOUT ... THIS and THAT

BLACK ON BLACK

The Dobeckmun Company, Cleveland, struck a clever idea for a folder. Used Dura-Glo black cover—which is varnished shiny black on one side—and is dull black on the other. Sheet folded once with dull side out. Outline of house, trees and wording printed in silver. Windows of house cut out—revealing shiny black underneath. The wording:

A "surrealist" drawing depicting Emperor Jones, his mother, brother and father, hunting in a pitch-dark house for a coal-black cat that wasn't there.

Inside—copy printed in silver ink stresses the difference in blackness.

It's Black Dura-Glo, of course, that makes possible so interesting a treatment of so unusual a subject. In fact, if there were no Black Dura-Glo, there would likely have been no picture, for every other black cover stock looks gray and pale side by side with Dura-Glo's' obsidian brilliance.

That *obsidian brilliance* . . . is good. What?



USE NUMBER FORTY-THREE

D.M.M.A. use index, No. 43 reads:

Announcing a New Address or change in Telephone Number: When such important changes are made, a letter or printed announcement sent through the mail has a personal appeal which will register your message better than any other form of advertising possibly could.

Latest perfect example is four page (French fold) folder from Central Fire Insurance Company of Baltimore announcing change in name,—"A Shorter Name for a Broader Service." Name changed to eliminate word "fire."

Line drawing (two color) on first page of front of building shows workmen with block and tackle lowering the slab of marble containing the word "fire"—taken from the company name running across the top of building.

A simple change, well dramatized.



A GEM OF SHORTNESS!

Typewritten letter received by *your reporter* . . . on good letterhead, and pen signed. After name, address and salutation, this:

This letter is a reminder of the fact that we make the most beautiful catalog and booklet covers obtainable, and, in addition, do Plastic Binding.

Very truly yours,

Gemold Corporation
(s) W. J. Hardgrove

After all, what more need be said?

DIRECT MAIL TESTS

(Continued)

more business is written on the group of non-repliers subsequently followed up by agents than is produced from the relatively small group who "ask for further information or complete details."

Here's a recent, authentic experience of one company which mailed 111,000 pieces of direct advertising: 1,604—less than 2%—sent in a reply card. Of this number only 231 bought a policy. The total life insurance amounted to \$769,843.

Then agents solicited the non-repliers. And **HERE IS ANOTHER STORY!** In this group, 1,713 sales for \$5,667,820 life insurance were made! By failing to follow up the entire prospect list, the agents would have lost \$207,369 in premiums.

Your reporter will be glad to print results of all reported tests—but again we caution readers to "handle with care." And we urge contributors, writers, authors and testers to be broadminded and not to get "mad at us"—if we show up inconsistencies, discrepancies or bad logic. *Your reporter* can be a real clearing house—if we will all be tolerant.



If You Want to Get a Beautiful Check

This check is in full payment of the following. If incorrect please return. Endorsement is full acknowledgment. NO RECEIPT NECESSARY.				No. 2854	
DATE	AMOUNT	DISCOUNT	BALANCE	BUCK HILL FALLS, PA. APRIL 11 1934	
3/4	THREE & 00/100			DOLLARS \$ 3.00	
ONE YEAR'S SUBSCRIPTION				TO THE ORDER OF	
THE REPORTER				DIRECT MAIL ADVERTISING ASSOCIATION	
APRIL 1934 TO MARCH 1935				HOTEL PENNSYLVANIA	
				NEW YORK	
				NEW YORK	
TOTAL				SPECIMEN	

EAST STROUDSBURG NATIONAL BANK
EAST STROUDSBURG, PA.

try to sell something to The Inn at Buck Hill Falls, Pa., so that they will have to send you one of their checks. The one *your reporter* received stood out from the the morning's stack (?) of ordinary bank checks like a green treed oasis in a dreary desert of monotonous sand.

Why can't more business organizations use some good will developing imagination in planning the "humdrum" things such as checks, invoices, envelopes, etc.? Here is a company dealing with the East Stroudsburg (Pa.) National Bank. It would be just as easy for them to order the usual run-of-the-mine bank check—even as you and I. But instead there's a pictorial safety benday underprinting in green over the entire check, showing sport scenes and waterfalls. The black type is neatly arranged. Even typing is distinctive.

It probably does not cost any more than an ordinary check—as the safety tint has to be used anyway. Here is an idea which could be adopted by many organizations—particularly those who send checks to individuals (such as stock-holders) who can also be customers.

COMBINE-VELOPES

THE LOW COST ONE
UNIT MAILING

No obligation, of course . . . why not do it now!

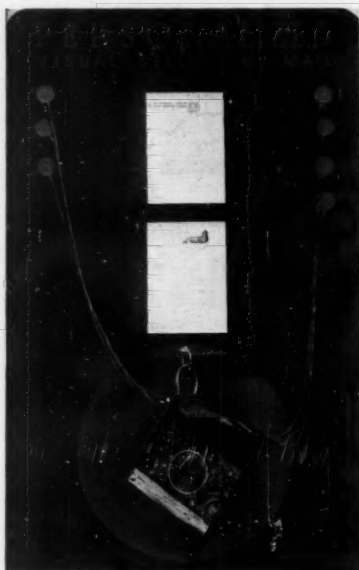
• 27

ABOUT . . . THIS and THAT

(Continued)

MORE HIGH SPOTS IN SHOW- MANSHIP FOR HOTELS

In April, *your reporter* gave the gold palm to the French Lick campaign. At the Hotel Sales Managers meeting in Atlantic City, French Lick won first prize in convention presentations. Honorable mention (and deservedly so) goes to Ada Taylor, convention manager of Hotel Claridge, Atlantic City, for her beautiful presentation.



Your reporter hopes that many other Associations will have contests for the best direct mail campaigns. Not that we particularly enjoy the judging process—but because it uncovers for us many a light that might otherwise remain hidden under obscure bushels.

Hotel advertising is improving . . . now that the due-bill custom is dwindling . . . and since hotel men have discovered how to use their best selling tool . . . selective direct mail. Other industries can well afford to study the *best* in hotel advertising. If some industrial products were advertised with the same zeal, enthusiasm and ingenuity as used by Copper Dwinell of French Lick, Ada Taylor of the Claridge, Nancy Burke of the Senator, Joe Hoenig of the Waldorf, etc., well . . . they would go places and do things.



WHAT'S THIS?

The International Printing Corporation has named one of its colored Inks Expectant Mother Green.

—*The New Yorker*

How Do You Spell "Prophets"?

On April 1st, *YOUR REPORTER* attended the Annual Convention of the Hotel Salesmanagers Association at Atlantic City. Here are brief excerpts from a sensible talk delivered by Bernard Lichtenberg, President of The Institute of Public Relations, N. Y. C.

I prefer the old fashioned way of spelling the word—p-r-o-f-i-t-s. Ever since 1929 we business men have been spelling it "prophets"—which is much less nutritious. Let's all begin to put the profit motive back into business.

In the year 596 B.C. things were in a bad way in the capital city of Jerusalem. Things had gone from bad to worse, economically. The people had all softened up. A foreign invader, named Nebuchadnezzar, had besieged the capital city, and had caused its King Jeconiah, and his queen, and high government officials, to depart hastily out of the back gate. In this frightful emergency the high officials consulted the leading Prophet in town, an old man named Jeremiah. "In Heaven's name, what shall we do?" they asked him.

Here are the actual words of Jeremiah's advice to the leading men of Jerusalem:

"Thus saith the Lord of Hosts: Build ye houses, and dwell in them, and plant gardens and take the fruit of them. Take ye wives and beget sons and daughters, and seek the peace of the city, for in the peace thereof shall ye have peace."

That is the best business advice ever given. People who buy real estate, and who engage in other sensible speculations when prices are low and competition is weak, *get in on the ground floor*,—just as Jeremiah's correspondents did.

Speaking of getting in on the ground floor, remember that young printer, over in Philadelphia, who went to the father of a pretty girl, and said he couldn't live without her.

"I can't make much money as an employee in a printing plant," said the young fellow, "so I'm going to start a publication of my own."

"Let me tell you something, young man," the father returned, "your idea shows you haven't the ability to make good, because there are already five newspapers in these colonies, and two of them are here in Philadelphia. *The field is overcrowded.*"

But the young man founded a little paper and married the girl. He became one of the richest men in this nation. And one of the most influential in our history. His name was Benjamin Franklin, and the magazine he started was *The Saturday Evening Post*.

(Continued page thirty)

Some Things About Postal Card Advertising That Will Open Your Eyes . . .

Postal cards, as an advertising medium, are too generally condemned without a hearing by advertisers because of a mistaken belief that they are too cheap and insignificant to impress their recipients, and that they provide too little space for a sales message.

But when advertisers do make a fair trial of postal cards they very frequently learn some surprising things about the efficacy of this little advertising tool.

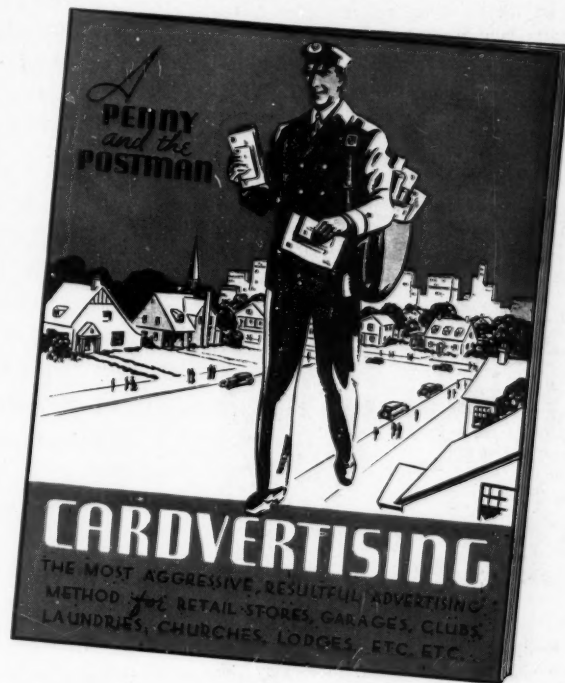
Postal card advertising has not been publicized like more elaborate direct-mail. And smart advertisers who have tried it out and discovered its interesting and profitable possibilities have not said a great deal about their discoveries.

Postal card advertising is a made-to-order form of advertising for the small business man who has only a little money to spend. But it was not until several years ago, when H. P. Elliott, President of the Elliott Addressing Machine Co., who felt that something was sorely needed to help small businesses—particularly retailers—advertise in depression times, and developed the Cardvertiser, that the value of postal card advertising has become better appreciated and its use has grown in this field.

The Cardvertiser, as developed by Mr. Elliott, is a simple little machine that **both prints and addresses**

postal cards. It ranges in price from \$65 for a hand-fed, hand-operated model, to \$230 for an automatic feed machine on an electric operating table.

Cards are printed on the Cardvertiser by means of a message stencil which can be prepared by the user or secured through a special postcard advertising service. In ten principal cities of the United States, Elliott has set up stencil making departments for Cardvertiser users, with expert artists and writers in charge. Arrangements can be made, if desired, to have a complete advertising stencil sent each week, or two weeks, or month, with text and illustration, all ready to slip in the Cardvertiser and run. The cost of these complete advertisements is



ridiculously low—ranging from \$1.00 to \$3.00 each, including art work.

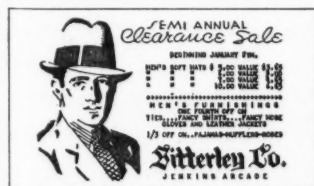
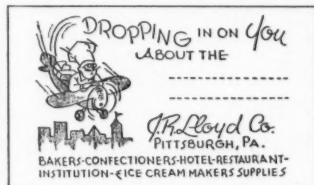
There are now more than 15,000 Cardvertisers in use throughout the country, doing postal card advertising for every conceivable kind of business. The enthusiastic reports received from users regarding the accomplishments of their postal card campaigns are almost unbelievable to those who have never had any experience with this medium of advertising.

A complete book on the subject of Cardvertising has been prepared, including actual samples of address and message stencils and cards printed from the various styles of advertising stencils offered by the service department. A copy of this book will be sent to any reader of the "Reporter" who writes for it on his business stationery.

If you do not know the inside facts about postal card advertising, and particularly Cardvertising with Elliott Postalgrams, you should write at once for this book and inform yourself.

Write to

THE ELLIOTT ADDRESSING MACHINE COMPANY
127 Albany Street • Cambridge, Mass.



ABOUT . . . THIS and THAT

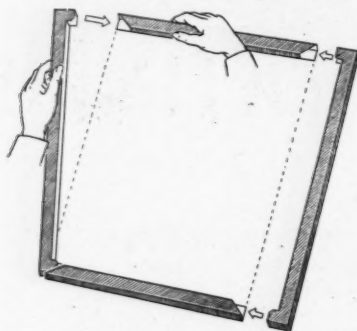
(Continued)

SOMETHING NEW IN FRAMING!

Your reporter just saw a brand new idea . . . to make wall posters, counter cards, calendars, etc., ship and look better.

National Carbon Company used it for a 20" x 30" dealer display.

A frame (looking exactly like a picture molding) is made from die cut strips of card board. Unlimited choice of colors. The four sections are folded and glued into strong hollow strips. Two strips are glued to top and bottom of poster or calendar, which is then rolled, and with the two side strips are packed in a corrugated shipping container.



Recipient removes from box—fits the two side strips in—and in a jiffy the framed result is ready to hang on the wall (there's a hole for the nail) or stand in a window or on a counter.

It is a patented idea—called Roll-o-frame. We liked it so well that we had one of the Direct Mail charts doctored up for our office wall. Even though the large chart size makes the price a little steep in small quantities, we will now ship D.M.M.A. charts with Roll-o-frames.



NEW ISSUE OF 6-CENT AIR-MAIL STAMPS

A new issue of 6-cent air-mail stamps has been authorized in larger size and more distinctive design than the stamp heretofore available.

The new 6-cent air-mail stamp is of the special delivery size, 84/100 by one and 44/100 inches in dimensions, arranged horizontally. The stamp will be printed in bicolor, the border in blue and the central design in red, the latter depicting an eagle with outstretched wings, bearing in its talons a shield, olive wreath, and bundle of arrows.

The new air-mail stamp will first be placed on sale on May 14, 1938, at Dayton, Ohio, the home of the Wright

(Continued page thirty-two)

BERNARD LICHTENBERG

(Continued)

The future looks pretty black at times. But those are the times when far-seeing men make their fortunes.

Some of us groan at the *encroachments* of our present government. How would our government have looked to a Frenchman or a German in the days of Napoleon? He was a tougher autocrat than Stalin, Hitler and Mussolini put together . . . and yet, as Victor Hugo says, in less than twenty years "God grew bored with him and tossed him aside." The way of the aggressor is hard. Let us employ a little historical perspective. Let's not lose faith in democratic processes. At least today, business has the right to compete before the public with its educational message, to employ its full measure of convincing argument. *Do not confuse ineptitude with restriction.*

I am still willing to prophesy, like Jeremiah of old, that our next generation will wonder—in the great prosperity that will come to them—why we were making such gloomy speeches and reading such calamity-howling editorials in 1938.

Maybe business is far from good today, maybe it isn't likely to suddenly pick up overnight. But there isn't a penny of profit in talking and acting gloom. Only a bad prophet can afford to howl.

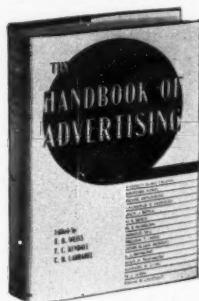
I suggest that the two great institutions of Atlantic City—a refreshing beach and a good hotel—are not going out of business, to be lost to humanity just because we are frightened by the antics of a few dictators abroad or by a few politicians in this country. No American institutions are going to be lost. Where is Dr. Townsend? Where is Upton Sinclair? Where is Harry E. Daugherty? For that matter, where is Harry K. Thaw and Diamond Jim Brady, and all the other folks who seemed so important—and possibly in some cases, so dangerous—a decade or two ago.

Now is the best of all possible times to prepare for the good business that is right ahead of us.

Quite a lot of men feel that this country is so far sunk in debt and the outside world is so much like a huge bonfire that they will not give a single wiggle to get any new business, now or ever. They will just go through the motions of business, like the punch-drunk prize-fighter goes through the motions of boxing. And *fortune will grow bored with them*—another way of saying that it is necessary to fish, cut bait, or get out of the boat.

(Continued page thirty-two)

Just
published



Make your
advertising
more effective

by using this information from the experience records of
18 outstanding advertising specialists of wide acceptance
and recognition.

The HANDBOOK of ADVERTISING

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WHAT are your questions about advertising today? Do you want
touchstones for judging your copy? Are you concerned with latest
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Whatever your question—if it is concerned in any way with current
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ABOUT . . . THIS and THAT

(Continued)

brothers, builders of the first successful airplane, and St. Petersburg, Fla., where the first passenger flight was made.

Every effort will be made to have the new 6-cent air-mail stamp available at all post offices where needed in conjunction with the observance of National Air Mail Week, May 15-21.

☆

A. F. A. MEETS IN DETROIT

The Advertising Federation's 34th annual convention will be held in Hotel Statler, Detroit, June 12th to 16th.

President George M. Slocum, of Detroit, has appointed Lowell Thomas, president, Advertising Club of New York, as the general chairman of the Program Committee.

Theme of the convention "Advertising Makes Work." Advertising creates demand for goods; demand makes orders; orders make work; work means employment; employment means prosperity.

The convention will be under the local sponsorship of the Adcraft Club and the Women's Advertising Club . . . of Detroit.

Detroit has organized an outstanding convention committee, comprised of members of the two host clubs, with Verne Tucker, long a leader in Detroit advertising circles, as promotion manager.

* * *

D.M.A.A. member Dan Jacobs is chairman for the Direct Mail Departmental which will be held Tuesday, June 14th. Good program promised. We will print it in the June issue of the *Reporter*.

☆

HERE IS A QUESTION! CAN ANY- ONE ANSWER FROM EXPERIENCE?

Does the day of the week on which the prospect receives the material which he himself has requested through an inquiry card from the original campaign make any difference in his final decision or interest in the material? Specifically, our problem is this: In our campaign, we enclose a card on which the prospect requests a quotation on his Automobile Insurance. On receipt of the card, in one of our offices, a quotation is mailed. We have been wondering whether we should avoid having the prospect receive this quotation, which he requested, on Monday—the same as we see to it that he does not receive the original mailing on that day.

Rose G. Kitchen, Advertising Department, Hardware Mutual Casualty Co., Stevens Point, Wisconsin

BERNARD LICHTENBERG

(Continued)

YOU ARE FISHING FOR CUSTOMERS—WELL, LOOK
WELL TO YOUR BAIT

Be sure that all your publicity is aimed where the great new crop of brand-new millionaires will see it. Take Diamond Jim Brady off your mailing list. He's a guest you can't interest anymore. Most of your mailing lists are obsolete. Most of the advertising mediums you use are obsolete. The country is changing fast, Forget bankers and stock brokers. Go after United States Senators and Congressmen, Mayors, State bosses and the other New Rich. Keep your eyes on the South-East, South-West. There's oil under them "thar" plains. Keep your eyes on the intelligent men who are offering women's wear, jewelry and so forth at considerably less than average prices. Keep your eyes on the amusement industry. Walt Disney's gross and net this year make Vincent Astor and Sonny Whitney look like a pair of minnows. Crooners are more valuable to you than bank presidents. A girl who knows how to shake a pretty leg on the screen has more left over, after income tax, than Alfred P. Sloan and Owen D. Young, combined.

These obvious remarks have to do with your P-R-O-F-I-T-S. I don't have to rank myself among the major P-R-O-P-H-E-T-S to predict that these next few years will be enormously profitable to every business man who is enough of a *cascaret* to work while the others sleep.

☆

Smooth Sailing Letters

Prentice Hall has just published a brand new, revised, enlarged edition of "Smooth Sailing Letters" by the *old master* L. E. Frailey. Price \$2.00.

It is filled with good advice for those who have to write letters—which . . . means every business man

Your reporter is glad to see L. E. again cracking down on ancient worn out letter writing customs, such as:

"We are in receipt of your kind favor of recent date, and thank you for the reservation contained therein, which we have booked in accordance with your valued wishes.

"Assuring you of our appreciation of your kind indulgence, and looking forward with extreme pleasure to your esteemed patronage, we beg to remain,

The book is packed with samples of Smooth Sailing Letters. It closes with this advice:

Keep the standard high. Make every letter that you write reflect the glory and the friendliness of the company that you serve. Let the goodwill in your heart go along with every letter you send.

Color Puts New Pep Into Your Advertising

We welcome a new House Magazine, Vol. 1, No. 1, of "In Transit" published by the Atlanta (Ga.) Envelope Company . . . by reprinting part of an article about Color.

How much more pleasant to the eye is a spring landscape of tender green, and soft pink and white, and heart-warming yellow than same scene with its winter garb of dull grey! And in the same way, how much more attractive is a piece of advertising dressed up in bright colors than the stereotyped black on white.

Used first simply to attract attention (and still tremendously successful in this role) color is now employed by many of the major advertisers as a means of identification. Think of Gulf Gasoline! What color comes to your mind? Orange, of course. Think of Coca-Cola: Red on green! Think of Greyhound Buses: Blue and white. In these cases color performs a definite job.

COLORS RATED

But the major duty of color still remains this: to attract attention and please the eye. Take such a homely article as the toothbrush, for example. One large manufacturer reports that red-handled toothbrushes pull better than 50% of the total sales in the 10c. market. In the 25c. market, red's appeal is surpassed by that of amber.

Direct mail is one advertising medium where color is still new and unusual enough to attract attention by itself—and to become downright compelling if striking combinations are devised.

WARM AND COLD COLORS

Experts on this subject say there are two kinds of colors, cold colors and warm ones. In the former category they place green, blue, and purple; in the latter, red, orange, and yellow. A group of men and women were tested for favorite colors and it was found that from the warm group, both men and women chose red. Blue was the outstanding choice of men among the cold colors, while women picked purple.

If you've never used color in your direct mail—or have used it only slightly—you'll have a lot of fun working out some spectacular effects. And even more pleasure receiving better results. For color actually does pull more response.

Note: In spite of the fact that *your reporter* likes color . . . don't believe that last line above *until you have tested it in your own work*. We know of cases where color detracted—and reduced returns. If you want to see a campaign where a *theme color* was carried out throughout, see the Flintkote (1936) campaign in Direct Mail Leaders—on file in the D.M.A.A. Library.



NOTHING ESCAPES CHANGE

even the lettering on the doors that started out simply as "Men" and "Women",—and later became a bit high-hat as "Gentlemen" and "Ladies." Then in the night clubs they broke out with "King" and "Queen", "His" and "Her", and other variations.

A new night club in the modern Spanish design, extended its Spanish influence to the wording on these two doors.

A worried looking business man from the Middle-West hurried to the manager and asked directions.

"Don't you know the Spanish word 'Hombre'?", asked the manager, indicating with a nod of his head.

"No, I don't!" snapped the worried man, "and this is no time to be giving me a Spanish lesson!"

—Typing Tips

—From "Via Post" h. m. of Albany Publicity Service, Albany, N. Y.

ABOUT . . . THIS and THAT

(Continued)

NATIONAL AIR MAIL WEEK

On May 15, 1938, the Post Office Department will celebrate the twentieth anniversary of the inauguration of regularly scheduled air mail service.

There was no air transport system and no air mail service 20 years ago today. The first route inaugurated on May 15, 1918, was only a short line between New York and Washington, a distance of 218 miles. Service was operated in two relays with planes having a speed of only about 80 miles an hour. One pilot would fly from New York to Philadelphia, a distance of 90 miles, and another pilot would relieve him and continue the trip from Philadelphia to Washington, a distance of 128 miles. Today flights of a thousand miles with full loads of mail, passengers, and express are a common occurrence. The little 218-mile air-mail system has expanded to a system of 62,826 miles on which planes flew last fiscal year a total of over 70 million miles.

The record of such remarkable progress should be properly commemorated. And through these two decades the Post Office Department has been closely associated with the pioneering work that has been done to give us the wonderful air transportation system which we have today, and it is most fitting that we should appropriately observe National Air Mail Week beginning on the anniversary date of the inauguration of the service.

It is my desire that every postmaster, and every official and employee of the postal service, give his whole-hearted support to make this campaign in which the public is being invited to participate a complete success.

James A. Farley, Postmaster General (In Postal Bulletin)



During the celebration of National Air Mail Week, it is the desire of the Post Office Department to enlist the interests of the American people in this branch of the service and to invite their support and patronage of this function of the Federal Government which is dedicated to their practical progress, a service of incomparable swiftness and demonstrated efficiency in meeting the postal needs and demands of the American public in these high-gear and heavy-pressure periods.

Postmasters throughout the country will provide special cachet for air mail letters. If at all possible or practical, direct mail users should cooperate in this celebration of a very remarkable service.

THE DIRECT MAIL LEADERS . . . FOR PAST FOUR YEARS

Name and Address	Awarded LEADER Place				Name and Address	Awarded LEADER Place			
Abbott Laboratories, North Chicago, Illinois	1934	1935	1936	—	Kenwood Woolens, Inc., Chicago, Illinois	1934	—	—	—
Acacia Mutual Life Ins. Co., Washington, D. C.	—	—	—	—	The Linen Thread Co., Inc., 60 East 42nd St., N. Y. C.	—	—	—	1937
Acme Steel Company, Chicago, Illinois	1934	1935	1936	—	Marshall Furnace Company, Marshall, Mich.	1934	—	1936	—
Acousticon-Division of Dictograph Products Co., Inc., 580 Fifth Avenue, New York, N. Y.	—	—	—	1937	The Mason Box Company, Attleboro Falls, Mass.	—	1935	—	—
Aetna Life Insurance Co., Hartford, Conn.	1934	—	—	—	Massachusetts Mutual Life Ins. Co., Springfield, Mass.	1934	—	—	—
Alba Pharmaceutical Co., Inc., 80 Varick St., N. Y. C.	—	—	—	1937	Mathews Conveyor Company, Ellwood City, Pa.	—	—	—	1937
American Bemberg Corp., 261 Fifth Ave., N. Y. C.	—	—	—	1937	McGraw Hill Pub. Co., Inc., New York City	—	—	1936	—
American Discount Company, Atlanta, Ga.	1934	—	—	—	Michels, Stern & Company, Rochester, New York	—	1935	1936	—
American Lubricants, Inc., Buffalo, N. Y.	1934	—	—	—	Mid-West Bottle Cap Co., Belvidere, Illinois	—	—	1936	—
E. C. Atkins & Co., 402 So. Illinois St., Indianapolis, Ind.	—	—	—	1937	Milius Shoe Company, St. Louis, Missouri	1934	—	—	—
Atlas Imperial Diesel Engine Co., Oakland, Calif.	—	—	1936	—	Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.	1934	—	1936	1937
Austenal Laboratories, Inc., 5932 Wentworth Ave., Chicago, Ill.	—	—	—	1937	Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.	—	1935	—	—
Bakelite Corporation, 247 Park Avenue, New York City	1934	1935	1936	1937	Missouri Pacific Lines, St. Louis, Missouri	—	—	1936	—
Bankers Life Company, Des Moines, Iowa	—	—	1936	—	Monarch Life Insurance Co., Springfield, Mass.	—	—	1936	1937
Bausch & Lomb Optical Co., Rochester, New York	—	—	—	1937	Mullen & Bluet, Inc., Los Angeles, Calif.	—	1935	—	—
Boston Insurance Co. and Old Colony Insurance Company, Boston, Massachusetts	1934	1935	1936	—	Nash-Kelvinator Corp., Plymouth, Road, Detroit, Mich.	—	—	—	1937
The Broadway-Hollywood Dept. Store, Hollywood, Calif.	—	1935	1936	—	The Nash Motors Company, Kenosha, Wis.	1934	—	—	—
Buick Motor Company, Flint, Michigan	—	1935	—	—	National Automobile Dealers Ass., Detroit, Michigan	—	—	1936	—
The Butterick Company, New York City	—	1935	—	—	National Broadcasting Co., Inc., 30 Rockefeller Plaza, N. Y. C.	—	—	1936	1937
Camden Fire Insurance Ass., Camden, New Jersey	—	1935	1936	1937	National Broadcasting Company, Washington, D. C.	—	1935	1936	—
Camp Waldemar, Hunt, Texas	1934	—	—	—	National Carbon Company, Inc., New York City	1934	—	—	—
Canadian Industries, Ltd. (Cellophane Division) Montreal, Canada	1934	1935	1936	1937	National Cash Register Company, Dayton, Ohio	—	—	—	1937
Canadian Industries, Ltd. (Paint & Varnish Division) Toronto, Canada	1934	—	—	—	National Enameling & Stamping Co., Milwaukee, Wisconsin	—	—	1936	1937
Cape Cod Advancement Plan, Hyannis, Massachusetts	1934	1935	1936	—	National Motor Bearing Co., Inc., Oakland, California	—	1935	—	—
J. I. Case Company, Racine, Wisconsin	1934	—	—	—	Neiman-Marcus Company, Dallas, Texas	—	1935	—	—
The Central Manufacturer's Mutual Insurance Co., Van Wert, Ohio	—	—	—	1937	New Departure (Division General Motors Corp.) Briston, Conn.	—	—	—	1937
Child Life, Chicago, Illinois	—	1935	—	—	New York, New Haven & Hartford R.R., Boston, Mass.	—	—	1936	—
Cluett, Peabody & Co., Inc., 10 East 40th St., N. Y. C.	—	—	—	1937	The J. M. Ney Company, Hartford, Conn.	—	—	—	1937
The Columbia Broadcasting System, Inc., 485 Madison Avenue, New York City	—	—	—	1937	Norton Company, Worcester, Massachusetts	1934	—	—	—
The Connecticut Mutual Life Ins. Co., Hartford, Conn.	—	1935	1936	—	Odd Fellows Cemetery Company, Philadelphia, Pa.	—	1935	—	—
Consolidated Edison Co. of N. Y., Inc., 4 Irving Place, N. Y. C.	1934	1935	1936	1937	The Ohio National Life Ins. Co., Cincinnati, Ohio	—	—	1936	—
Cosmopolitan Magazine, 959 Eighth Ave., New York City	—	1935	—	1937	Olds Motor Works, Lansing, Michigan	1934	—	—	—
Gilbert Cummins & Co., 1 No. Eutaw St., Baltimore, Md.	—	—	—	1937	Ontario Automobile Co., Ltd., Toronto, Ont., Canada	—	1935	—	—
The Dayton Rubber Mfg. Co., Dayton, Ohio	—	1935	1936	—	The Pennsylvania & Atlantic Seaboard Hardware Ass., Inc. Philadelphia, Pa.	—	—	1936	—
John Deere Plow Company, Moline, Illinois	—	—	1936	—	Philgas Company, Detroit, Michigan	1934	—	—	—
Dominion Corset Co., Ltd., Quebec, Canada	—	1935	—	—	Phoenix Metal Cap Co., 2444 West 16th St., Chicago, Ill.	1934	1935	1936	1937
The Duplex Envelope Co., Richmond, Va.	—	—	—	1937	F. O. Pierce Company, Brooklyn, New York	1934	—	—	—
The Eagle-Picher Sales Co., Cincinnati, Ohio	—	—	1936	—	Pontiac Motor Division (General Motors Sales Corp.) Pontiac, Michigan	—	1935	1936	1937
The Edison Electric Illuminating Co. of Boston, Boston, Massachusetts	—	1935	1936	—	Poor's Publishing Co., 90 Broad St., New York City	—	—	—	1937
Thomas A. Edison Inc., West Orange, New Jersey	—	—	—	1937	The Progressive Grocer, 161 Sixth Ave., New York City	—	—	—	1937
The Euclid Road Machinery Co., Cleveland, Ohio	—	—	—	1937	Property Management, Inc., Philadelphia, Pa.	1934	—	—	—
Federal Hardware & Implement Mutuals, Stevens Point, Wisconsin, Minneapolis, Minn. and Owatonna, Minn.	1934	1935	1936	—	Provident Mutual Life Insurance Co., Philadelphia, Pa.	—	1935	—	—
The Flintkote Company, 50 West 50th St., N. Y. C.	—	—	1936	1937	Reliance Life Insurance Co., Pittsburgh, Pa.	1934	—	—	—
The Floyd-Wells Co., Royersford, Pennsylvania	1934	—	—	—	Retail Credit Company, Inc., Atlanta, Georgia	1934	—	—	—
Food Industries, New York City	—	1935	—	—	Riggs Optical Company, Chicago, Illinois	—	—	1936	—
The J. B. Ford Company, Wyandotte, Mich.	—	1935	1936	—	Ritter Dental Manufacturing Co., Inc., Rochester, N. Y.	—	1935	—	—
Frigidaire Corporation, Dayton, Ohio	1934	—	—	—	R. K. O. Radio Pictures, Inc., 1270 Sixth Ave., New York City	—	—	1936	1937
General Electric Company, (Refrigerators) Cleveland, Ohio	1934	—	—	—	Roberts & Mander Stove Co., 11th St. & Washington Ave., Philadelphia, Pa.	—	—	1936	1937
General Electric Company, Schenectady, New York	1934	1935	1936	1937	Servel, Inc., Evansville, Indiana	1934	1935	1936	1937
General Gas Light Company, Kalamazoo, Michigan	1934	—	—	—	Sherman, Clay & Company, Kearny & Sutter Sts., San Francisco, California	—	—	1937	—
The Leon Godchaux Clothing Co., Ltd., 828 Canal Street, New Orleans, Louisiana	—	—	—	1937	Myer Siegel & Company, Los Angeles, Calif., Massachusetts	—	1935	—	—
Goodall Company, Cincinnati, Ohio	—	1935	1936	1937	Simonds Saw & Steel Company, Fitchburg, Mass.	1934	—	—	—
The B. F. Goodrich Rubber Co., Kitchener, Ont., Canada	—	—	1936	—	Skelly Oil Company, Kansas City, Missouri	1934	—	—	—
The Goodyear Tire & Rubber Co. of Canada, Ltd., New Toronto, Ont., Canada	—	1935	1936	—	J. S. Staedtler, Inc., New York City	1934	—	—	—
Graton & Knight Company, Worcester, Massachusetts	1934	—	—	—	The Standard Oil Company, Cleveland, Ohio	1934	—	—	—
Great Southern Life Insurance Co., Houston, Texas	—	1935	—	—	Standard Register Co., Dayton, Ohio	—	—	1937	—
The M. A. Hanna Co., 859 Broad St. Station Building, Philadelphia, Pennsylvania	—	—	—	1937	Synthane Corporation, Oaks, Pa.	—	—	1937	—
Harbour Coal Co., Ltd., 330 Bay St., Toronto, Canada	—	—	—	1937	Trimont Mfg. Co., Inc., Roxbury (Boston) Mass.	1934	—	1936	—
The Heinn Company, Milwaukee, Wisconsin	—	1935	—	—	Union Pacific Railroad, Omaha, Nebraska	1934	—	—	—
Hercules Powder Company Inc., Wilmington, Delaware	—	1935	—	—	United Business Service, Boston, Mass.	1934	—	—	—
Hirsch and Baar, New Orleans, Louisiana	—	—	1936	—	United Carr Fastener Corp., Cambridge, Mass.	1934	—	—	—
Imperial Oil Limited, Toronto, Canada	1934	1935	1936	—	United States Fidelity and Guaranty Co., Baltimore, Md.	—	1935	—	—
Iron Fireman Mfg. Co., 3170 West 106 St., Cleveland, Ohio	1934	1935	1936	1937	Wagner Electric Corporation, 6400 Plymouth Ave., St. Louis, Mo.	—	—	—	1937
Henry W. Jaeger, Inc., New York City, N. Y.	—	1935	1936	—	Wailes Dove-Hermiston Corp., 17 Battery Pl., N. Y. C.	—	—	—	1937
O. D. Jennings & Company, Chicago, Illinois	—	1935	—	—	The Warner & Swasey Co., 5701 Carnegie Ave., Cleveland, Ohio	—	—	1936	1937
Spencer Kellogg & Sons Corp., Buffalo, New York	—	1935	—	—	Western Furniture Exchange, San Francisco, California	1934	1935	—	—
					Westinghouse Electric and Mfg. Co., East Pittsburgh, Pa.	1934	—	—	—
					Winthrop Chemical Co., Inc., 170 Varick St., N. Y. C.	1934	1935	1936	1937
					Station W O R, 1440 Broadway, N. Y. C.	—	—	—	1937

ARE YOU PLANNING TO ENTER YOUR CAMPAIGN IN THE 1938 CONTEST?

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